Facts & Figures for 1990: Titles, Prices, Bestsellers, Awards

Coming Down to Earth: The Big Books That Failed to Soar

Corporate Sales: A Tug-of-War Over Territory

Publishers Weekly®

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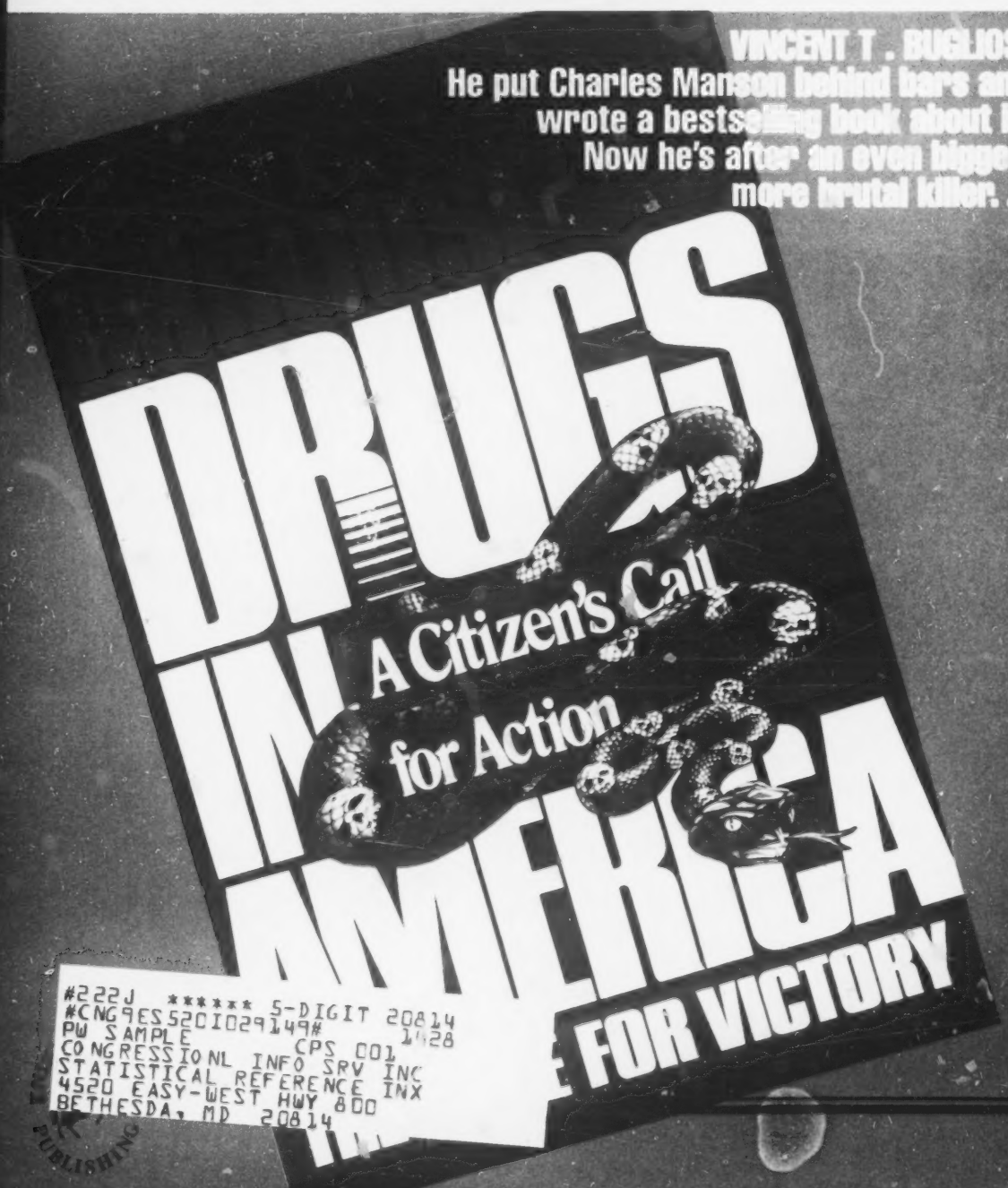
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Fiction Sales Outpace Nonfiction

In hardcover, veteran novelists take over all fiction spots; fewer nonfiction highrollers, although celebrity and household names dominate here too

BY DAISY MARYLES

Whether one counts 1990 as the end of the decade of the '80s—a period marked by reckless growth and spending—or the beginning of the more sobering decade of the '90s, the residual effects of some of the high-powered marketing, publishing and selling techniques of past years were still evident when assessing the year's bestsellers. (These are books whose publishers claim sales of 100,000 copies or more "shipped and billed" during 1990.)

A few telling points about the 1990 bestsellers:

- Fewer works of fiction and nonfiction sold over 100,000 copies in 1990 than in 1989;
- Not one of the books with sales figures over 100,000 was by a first novelist; in fact, all the top-15 fiction sellers were by veteran writers who have achieved annual bestseller status with previous titles;
- Fiction sales were much stronger than nonfiction sales, especially among the top contenders;
- The three leading nonfiction sellers all had TV tie-ins of some sort, and celebrity status—on the entertainment, sports, political and journalistic fronts—was highly visible among the books that did score;
- Selling enough to place on weekly national charts and these end-of-the year lists was not enough to achieve publishers' full expectations; several of the bestellers of last year are also included among the books that disappointed (see page 44);
- For the third year in a row, only fiction titles entered the coveted million-copy sales club, although one nonfiction book that went on the lists in 1989—*Wealth Without Risk*—passed the million mark in 1990.

Last year, 54 novels sold over 100,000 copies, down significantly from the 1989 record of 63. The 1989 record of 27 fiction books with sales over 200,000 still stands; the 1990 tally had 21 such books. In 1989, 41 novels hit the 150,000 mark, setting a record that also was not broken in 1990, which scored 37. But there is good news in the fiction figures, and two new records were set at the high end of the list. Five books went over the one million mark, one more than last year; and for the first time, all 15 top fiction bestsellers went over the 300,000 mark in sales. This level was reached only once before in the history of annual bestseller charts: last year in the nonfiction list.

But there is no resting on laurels in these end-of-year lists. The nonfiction record in 1989 indeed included sales of 300,000+ for not only the top 15 but also for seven of the runners-up. A year later, however, the 300,000 sales mark was reached by just the top 14 titles. In fact, on almost every rung of the annual nonfiction bestseller chart, sales were below the levels of the last few years. Only 60 nonfiction books reported sales of 100,000 or more, down considerably from last's year's record of 78, and even from the 76 and 72 figures from 1988 and 1987 respectively.

Softer sales were also evident at the top of the list. While a sale in the 600,000 range is very respectable, it hasn't earned a player the lead position on an annual list since 1982. The drop at the 200,000 mark was also significant in nonfiction—21 books went over that figure in 1990, nowhere near the 33 1989 titles that scored in that range.

While each year we observe that brand names and veterans carry the list, that point was driven home even more strongly in 1990. Not only were there no first novels among the fiction bestsellers with sales over 100,000, but it was hard to find even a single breakout novel for an up-and-coming author. That observation was true on the nonfiction level also. Politicians, thespians, athletes and how-to titles virtually dominated the list.

Behind the Numbers

The books on *PW*'s annual bestseller lists, including all the runners-up, are based on sales figures supplied by publishers for new books published in 1989 and 1990. These figures, according to the publishers, reflect only 1990 U.S. trade sales—that is, sales to bookstores, wholesalers and libraries. Publishers, as always, were specifically instructed *not* to include book club, overseas and direct-mail transactions in their figures. Some books appear in the listings without sales figures; these were submitted to *PW* in confidence, for use only in placing the titles in their proper positions.

"Sales," as used on these lists, refer to books shipped and billed in calendar year 1990. Publishers were told to take into account returns made through February 1, 1991. In many cases, the 1990 sales numbers include books still on bookstore and wholesaler shelves, books on the

way back to the publishers' warehouse and/or books already on returns piles but not yet calculated.

The only title among the 54 fiction books reporting sales over 100,000 copies that still hasn't placed on a weekly national chart is the November Dutton release *House Without Doors* by Peter Straub.

In nonfiction, there were many more titles that have yet to land on a weekly list. *Better Homes and Gardens New Cook Book* has a second run on these annual lists without a weekly appearance; while this is an extensive revision of a 1929 classic, booksellers regard it as a backlist bestseller and seldom report it to the weekly charts. The list of frontlist bestseller titles with high sales claims but no appearance on a weekly national chart include *Jane Brody's Good Food Gourmet, If I Ever Get Back to Georgia, Sunday Nights at Seven: The Jack Benny Story, The Discovery of Bismarck, A Child Is Born, Angela Lansbury's Positive Moves, Songs of the Doomed*, as well as a number of titles that, like the BH&G book, are often regarded as backlist staples.

Other Bestsellers

There were a few books with significant sales that we omitted from this listing of fiction and nonfiction titles, even though publishers' sales claims were over the 100,000 mark. A category that usually fares extremely well among trade paperback top sellers is cartoon compendiums, and 1990 saw a number of them succeed in the hardcover format. Knopf's *New Yorker Book of Cat Cartoons* placed on the lower rungs of weekly charts and had sales of more than 107,000. Matt Groening had two cartoon books in hardcover—*The Big Book of Hell* from Pantheon, with sales of 105,719, and *The Simpsons' Xmas Book* from HarperCollins. While the latter, according to the publisher, sold close to the 400,000 figure, it has never appeared on *PW*'s weekly charts.

A gift edition of the *All I Need to Know I Learned in Kindergarten*, which was a reprint of the first chapter of the million-copy bestseller, earned Villard sales of 233,397 copies in 1990. And Dutton had sales of around 400,000 for its November title *Sam Walton: The Inside Story of America's Richest Man*; more than 300,000 copies were sold through Walton's Wal-mart stores.

The Fiction Top Sellers

Jean Auel, Stephen King, Danielle Steel and Sidney Sheldon captured four of the five top spots with sales surpassing the million mark, an achievement that was no less impressive even though it was a repeat. During Auel's tenure in the #1 spot on weekly U.S. charts, the author was enjoying the same success internationally, hitting the top of lists in Canada, the Netherlands, Norway, Britain, Australia, Denmark and Sweden. Auel's opus, the fourth installment in the Earth's Children saga, enjoyed sales of more than 1.6 million, a figure that overtook her previous record of 1.4 million for *The Mammoth Hunters* in 1985.

Certainly Stephen King was the bestselling novelist of the '80s, and he seems to be getting a jump-start on the '90s with two books among the top 10. His million-copy bestseller for the year, *Four Past Midnight*, was a collection of previously unpublished novellas. His second winner, the restored *The Stand*, sold 653,828. When the book first came out in a shorter version in 1978, it did not even place among the top 25 fiction sellers.

Sidney Sheldon's second bestseller to hit the million-copy mark in the first year of sales, *Memories of Midnight*, brings back Catherine Douglas, the popular heroine from his 1974 hardcover *The Other Side of Midnight*; while that title enjoyed a modest hardcover sale, it went on to be one of the biggest mass market bestsellers in 1975. Sheldon first hit the million mark in 1988 with *The Sands of Midnight*.

Jack Dew

A perennial author on these lists is Danielle Steel, and her 25th bestselling novel, *Message from Nam*, made it to #5 with sales of 1,037,006. Even so, one could say that 1990 wasn't one of her most successful years, considering that just a year earlier she had two books on the annual lists with sales of one million plus—*Daddy* at #3 and *Star* at #7.

A newcomer to the million-copy club was Scott Turow, with *Burden of Proof* (FSG). The year proved to be a mega-success for the lawyer-turned-author as the movie based on his first novel, *Presumed Innocent*, was a box office hit. That book sold about 700,000 copies during its first year run, giving it the #7 spot on the 1987 list.

Two bestsellers with sales well over the 500,000 level were Robert Ludlum's *The Bourne Ultimatum*—

#6 with sales of 679,550—and *Lady Boss* from Jackie Collins via Simon & Schuster. Ludlum's previous annual bestseller, *The Icarus Agenda*, fared a bit better with 1988 sales of 827,849, enough for the #4 spot. An earlier Bourne title, *The Bourne Supremacy*, was #4 in 1986 with sales of 657,054. Collins, another regular to weekly and annual lists, also brought back a popular character, Lucky Santangelo, from two previous megasellers, *Chance* and *Lucky*.

Three fiction veterans reaped sales in the 400,000-and-over level. Anne Rice's previous successes have been the Vampire Chronicles, with her best performance up until 1990 for *The Queen of the Damned*, #7 in 1988 with sales of 398,773. Her latest opus moves on to witchcraft and the occult, and she seems to have reached even more fans with that supernatural genre; sales of 498,522 gave her the #9 spot in 1990. Judith Krantz's #6 bestseller *Dazzle* did not fare quite as well as her i 8 bestseller *Till We Meet Again*—#6 that year with sales of 506,697. Nevertheless, the 422,690 figure earned her the #11 position in 1990.

Rosamunde Pilcher had been writing short fiction for nearly 40 years before she had her first major U.S. success with *The Shell Seekers* (#27 in 1988 with sales of 182,445); according to her publisher, St. Martin's, combined paper and hardcover sales have gone over the three million mark in the U.S. and Canada since then. Fans were obviously eagerly waiting for *September*, which enjoyed sales of 476,224 in 1990.

Dean R. Koontz gained new hardcover fans with *The Bad Place*, outselling his previous record hardcover performance, set only last year with sales of 310,000 for *Midnight*. Barbara Taylor Bradford claims sales in 30 countries and 19 languages for her bestselling books. Her latest, *The Women in His Life*, lucky #13 with sales of 332,133, was just a shade below her previous end-of-year bestseller—*To Be the Best*, #8 in 1988 with sales of 358,913. Colleen McCullough first made publishing history in 1977 wh *The Thorn Birds* made it to #2 on the annual charts with sales of more than 590,000; for many years, it enjoyed another record milestone—a $1.9 million reprint sale. Clive Cussler's 10th book *Dragon* rounds out the list of the top 15; he rounded out the 1986 list with a previous bestseller, *Cyclops*.

The Fiction Runners-Up

The second tier of the 1990 bestsellers, too, follows the patterns set by the top-selling novels—bestselling veterans continue to be just that. All the authors have enjoyed sales successes with previous titles, and many also enjoyed healthy runs on the weekly bestseller charts.

16. *Longshot* by Dick Francis (Putnam, 299,960)
17. *Under Siege* by Stephen Coonts (Pocket)
18. *Jurassic Park* by Michael Crichton (Knopf, 231,604)
19. *Buffalo Girls* by Larry McMurtry (S & S)
20. *A Ruling Passion* by Judith Michael (Poseidon)
21. *Sullivan's Sting* by Lawrence Sanders (Putnam, 209,043)
22. *The Golden Orange* by Joseph Wambaugh (Morrow)
23. *Vital Signs* by Robin Cook (Putnam, 195,544)
24. *Bittersweet* by LaVyrle Spencer (Putnam, 191,018)
25. *Coyote Waits* by Tony Hillerman (HarperCollins, 183,756)
26. *The Ruby Knight* by David Eddings (Del Rey, 182,479)
27. *Devices and Desires* by P. D. James (Knopf, 180,765)
28. *The General in His Labyrinth* by Gabriel Garciá Márquez (Knopf, 178,915)
29. *An Inconvenient Woman* by Dominick Dunne (Crown, 175,815)
30. *The Scions of Shannara* by Terry Brooks (Del Rey, 173,928)

Fiction's 100,000+ Group

There were seven titles with sales of more than 150,000 in 1990 that did not make a top-30 list, a smaller figure than in 1989, when 11 books racked up similar sales figures. The 199 titles include *Mountain Laurel* by Jude Deveraux (Pocket); *Counterattack* by W.E.B. Griffin (Putnam); *Star Trek: Prime Directive* by Judith and Garfield Reeves-Stevens (Pocket); *The Outlaws of Mesquite* by Louis L'Amour (Bantam); *The Shepherd* by Joseph Girzone (Macmillan); *Rabbit at Rest* by John Updike (Knopf); and *Masquerade* by Janet Dailey (Little, Brown).

Ten novels reported sales of more than 125,000: *Stardust* by Robert B. Parker (Putnam); *White Ninja* by Eric V. Lustbader (Fawcett/Columbine); *Spy Sinker* by Len Deighton (Knopf); *Harvest* by Belva Plain (Delacorte); *Skinny Legs and All* by Tom Robbins (Bantam); *Hocus Pocus* by Kurt Vonnegut (Putnam); *Surrender the Pink* by Carrie Fisher (S & S); *House Without Doors* by Peter Straub (Dutton); *The Evening News* by Arthur Hailey (Doubleday); and *The Gold Coast* by Nelson DeMille (Warner).

Another seven works of fiction racked up sales of 100,000 or more: *Hammerheads* by Dale Brown (Fine); *The Rowan* by Anne McCaf-

PW's 1990 Bestsellers
FICTION

1. **The Plains of Passage** by Jean M. Auel. Crown (10/17/90); 1,686,589
2. **Four Past Midnight** by Stephen King. Viking (9/10/90); 1,277,268
3. **The Burden of Proof** by Scott Turow. Farrar, Straus & Giroux (6/90); 1,044,513
4. **Memories of Midnight** by Sidney Sheldon. Morrow (9/10/90); 1,040,217
5. **Message from Nam** by Danielle Steel. Delacorte (6/21/90); 1,037,006
6. **The Bourne Ultimatum** by Robert Ludlum. Random House (3/27/90); 679,550
7. **The Stand: The Complete & Uncut Edition** by Stephen King. Doubleday (5/18/90); 653,828
*8. **Lady Boss** by Jackie Collins. Simon & Schuster (10/90)
9. **The Witching Hour** by Anne Rice. Knopf (11/14/90); 498,522
10. **September** by Rosamunde Pilcher. St. Martin's/A Thomas Dunne Book (5/1/90); 476,224
11. **Dazzle** by Judith Krantz. Crown (1/4/91); 422,690
12. **The Bad Place** by Dean R. Koontz. Putnam (1/16/90); 387,578
13. **The Women in His Life** by Barbara Taylor Bradford. Random House (7/27/90); 332,133
14. **The First Man in Rome** by Colleen McCullough. Morrow (10/31/90); 326,465
*15. **Dragon** by Clive Cussler. Simon & Schuster (6/90)

Note: Rankings are determined by sales figures provided by publishers; the numbers generally reflect reports of copies "shipped and billed" in calendar year 1990 and take into account some of the early returns through the end of January 1990. In many cases, publishers do not yet know what their total returns will be so none of these figures should be regarded as final net sales.

*Sales figures were submitted to *PW* in confidence, for use only in placing the title in its correct position on the list.

frey (Putnam); *Always & Forever* by Cynthia Freeman (Putnam); *Get Shorty* by Elmore Leonard (Delacorte); *Clear and Present Danger* by Tom Clancy (Putnam); *Time Bomb* by Jonathan Kellerman (Bantam); and *Second Child* by John Saul (Bantam).

Nonfiction Leaders

Many of the top 15 nonfiction bestsellers have television connections of one sort or the other, clearly demonstrating that that medium's exposure helps sell books. Leading off the bestseller parade is Charles Kuralt, the anchor of the CBS News broadcast *Sunday Morning*, with sales of 602,371 for *A Life on the Road*, well below the number garnered by top performers in the last 10 years when an annual sales rate of 700,000 to multimillion copies were needed to get the top spot. Kuralt's popular "On the Road" segments figured in his previous bestseller, *On the Road with Charles Kuralt*, #13 in 1985 with sales of 260,000.

Jeff Smith's popular cookbooks regularly land on these end-of-year lists, and his success has much to do with his national PBS series. His latest book, *The Frugal Gourmet on Our Immmigrant Heritage*, covers 35 ethnic traditions, sold over 500,000 copies and was the companion to a 39-part TV series.

The celebrated PBS television series *The Civil War* certainly helped its eponymous companion volume sell enough books for the #2 slot. Knopf reported sales of 560,931 in 1990, and the book is still enjoying a brisk rate of sales in 1991. Considering the $50 ticket price, the book is easily the year's bestselling nonfiction grosser in dollars.

John Bradshaw's *Homecoming* had a long tenure on the 1990 weekly charts and continues to sell extremely well in 1991. His book's publication, too, conicided with a PBS-TV series of the same name.

Recession, a soft real estate market and other financial woes all had an adverse effect on the bottom lines of personal and corporate players last year. But one who benefitted was Charles Givens, a self-made millionaire who regularly appears on television offering advice on how to get—and stay—rich. He was able to do so handily with two bestsellers among the year's top-15—*Financial Self-Defense*, at #5, and *Wealth Without Risk* at #7.

Controversy surrounded *An American Life*, Ronald Reagan's autobiography, which placed #9 on the annual charts. The book did have a two-month tenure on *PW*'s weekly lists, but since first printing and publisher payment for the book have been shrouded in secrecy, its success has come under scrutiny. The publisher's claim that it is the bestselling presidential autobiography carries weight—Richard Nixon's *Memoirs* sold about 262,000 copies in its first year of publication, giving it the #6 spot in 1968. Jimmy Carter's memoirs sold about 200,000 copies in 1982, enough to place it at #17 for that year.

Controversy of a different nature certainly helped put *By Way of Deception* on top of the charts during 1990. The inside account of Israel's intelligence operation, the Mossad, by one of its former members, made front-page headlines when the government of Israel tried to surpress its U.S. distribution. The attention helped propel the book on to the list and, coupled with the explosive information contained within the pages, authors Ostrovsky and Hoy had a 12-week run on the weekly charts, about half in the #1 slot.

Seven years after John Naisbitt's extraordinary bestseller *Megatrends*, with sales of more than one million in the first two years of its hardcover life (1982 and 1983), the author returned with *Megatrends 2000*. While its sales did not match the early book, it landed at the #10 spot with sales of 376,895.

Curiously, of all the star biographies in 1990, country singer Barbara Mandrell's *Get to the Heart* had the best book box office score with sales well over 300,000 copies. A key reason for the success, according to the publisher, was the author's willingness to give a lot of time to promoting the book, an important factor for selling a celebrity title.

The sports arena delivered two top-15 winners—in football, the phenomenal Bo Jackson, one of the few athletes to play pro baseball and football, made it to the bestseller

Jack Dee

PW's 1990 Bestsellers NONFICTION

1. **A Life on the Road** by Charles Kuralt. Putnam (11/8/90); 602,371
2. **The Civil War** by Geoffrey C. Ward with Ric Burns and Ken Burns. Knopf (10/12/90); 560,931
3. **The Frugal Gourmet on Our Immigrant Heritage: Recipes You Should Have Gotten from Your Grandmother** by Jeff Smith. Morrow (11/26/90); 535,479
4. **Better Homes and Gardens New Cook Book** by Better Homes and Gardens Editors. Better Homes and Gardens (8/1/90); 527,769

*5. **Financial Self-Defense: How to Win the Fight for Financial Freedom** by Charles J. Givens. Simon & Schuster (11/90)

*6. **Homecoming: Reclaiming and Championing Your Inner Child** by John Bradshaw. Bantam (7/16/90)

*7. **Wealth Without Risk: How to Develop a Personal Fortune Without Going Out on a Limb** by Charles J. Givens. Simon & Schuster (12/88);

8. **Bo Knows Bo** by Bo Jackson and Dick Schaap. Doubleday (11/12/90) 394,043

*9. **An American Life: An Autobiography** by Ronald Reagan. Simon & Schuster (11/90)

10. **Megatrends 2000: Ten New Directions for the 1990s** by John Naisbitt and Patricia Aburdene. Morrow (1/15/90); 376,896
11. **By Way of Deception: The Making and Unmaking of a Mossad Officer** by Victor Ostrovsky and Claire Hoy. St. Martin's (9/90); 369,131

*12. **Get to the Heart: My Story** by Barbara Mandrell and George Vecsey. Bantam (9/90)

13. **Millie's Book: As Dictated to Barbara Bush** by Mildred Kerr Bush. Morrow (9/17/90); 345,570
14. **Men At Work: The Craft of Baseball** by George F. Will. Macmillan (4/2/90); 301,436
15. **The Cat and the Curmudgeon** by Cleveland Amory. Little, Brown (10/1/90); 289,725

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ranks with *Bo Knows Bo*; it sold 394,043 in 1990, enough for the #8 spot. In baseball, columnist George Will's *Men at Work* sold 301,436, last year giving it the #14 ranking.

A cat and a dog had a good year. The presidential spaniel Millie shared her White House experiences and was also kind enough to donate all proceeds from the project to the Barbara Bush Foundation for Family Literacy, nice considering sales of 314,570 copies in 1990. Cleveland Amory's cat Polar Bear, helped propel the author, the founder and president of Fund for Animals, onto the bestseller lists in 1987 with *The Cat Who Came for Christmas* and again in 1990 with sales of 289,725 for *The Cat and the Curmudgeon*.

Nonfiction Runners-Up

As noted earlier, some of the books in this second ranking figure heavily in *PW*'s annual look at books that did not meet sales expectations. Better news, two books on these second and third tiers of nonfiction sellers of last year may be making a return appearance on the 1991 end-of-year lists—Robert Bly's *Iron John* and Daniel Yergin's *The Prize*; both currently are the leading nonfiction sellers on the weekly charts.

16. *Don't Shoot, It's Only Me* by Bob Hope with Melville Shavelson (Putnam, 284,394)
17. *Trump: Surviving at the Top* by Donald Trump with Charles Leerhsen (Random House, 264,289)
18. *Beware the Naked Man Who Offers You His Shirt* by Harvey Mackay (Morrow)
19. *You Just Don't Understand* by Deborah Tannen (Morrow)
20. *Powershift* by Alvin Toffler (Bantam)
21. *Barbarians at the Gate* by Bryan Burrough and John Helyar (HarperCollins, 214,279)
22. *Dave Barry Turns 40* by Dave Barry (Crown, 196,655)
23. *Secrets About Men Every Woman Should Know* by Barbara DeAngelis (Delacorte, 208,789)
24. *Martha Stewart's Christmas* by Martha Stewart (Potter, 202,874)
25. *The Wreath Book* by Rob Pulleyn (Sterling, 186,312)
26. *Bootlegger's Boy* by Barry Switzer with Bud Shrake (Morrow)
27. *If I Ever Get Back to Georgia* by Lewis Grizzard (Villard, 174,164)
28. *Jane Brody's Good Food Gourmet* by Jane Brody (Norton)
29. *The Tempting of America* by Robert H. Bork (Free Press, 152,725)
30. *Iron John* by Robert Bly (Addison-Wesley, 145,955)

More Nonfiction Hits

In 1989, 19 books with sales of 150,000 or more copies—13 of these with sales of over 175,000—did not make a top-30 list of annual bestsellers. In 1990, those sales levels got one a position among the first 30. The number of books with sales of 125,000+ was also down a bit in 1990—10 books compared with 13 the year earlier. The 1990 titles include: *Father, Son, & Co.* by Thomas J. Watson Jr. and Peter Petre (Bantam); *Means of Ascent* by Robert A. Caro (Knopf); *Betty Crocker's Eat and Lose Weight* (Prentice Hall); *Darkness Visible* by William Styron (Random); *Sunday Nights at Seven* by Jack Benny and Joan Benny (Warner); *Love Hunger* by Frank Minirth, Paul Meier, Robert Hemfelt and Sharon Sneed (Nelson); *Ava: My Story* by Ava Gardner (Bantam); *In the Arena* by Richard Nixon (S & S); *Suddenly* by George Will (Free Press); and *A Child Is Born* by Lennart Nilsson (Delacorte).

Twenty books reported sales of 100,000 or more; in 1989, that figure included 16 titles. A few books like *It Was on Fire When I Lay Down On It* and *Love Is a Choice* were enjoying their second year of bestsellerdom. The 1990 list includes: *Friday Night Lights* by H.G. Bissinger (A-W); *The Discovery of the Bismarck* by Robert Mallard (Warner); *The Prize* by Daniel Yergin (S & S); *Fleetwood* by Mick Fleetwood with Stephen Davis (Morrow); *Homegrown Louisiana Cooking* by Justin Wilson (Macmillan); *It Was on Fire When I Lay Down On It* by Robert Fulghum (Villard); *Positive Moves* by Angela Lansbury with Mimi Avins (Delacorte); *Songs of the Doomed* by Hunter S. Thompson (Summit); *7 Habits of Highly Effective People* by Stephen Covey (S & S); *Love Is a Choice* by Robert Hemfelt, et al. (Nelson); *Good Morning, Holy Spirit* by Bennie Hinn (Nelson); *Mayo Clinic Family Health Book* (Morrow); *Language of Flowers* by Shelia Pickles (Harmony); *Dr. Dean Ornish's Program for Reversing Heart Disease* (Random); *Now You Know* by Kitty Dukakis (S & S); *Betty Crocker's Cookbook* (Prentice Hall); *The Politics of Rich and Poor* by Kevin Phillips (Random); *Christmas* by Sheila Pickles (Harmony); *Monet's Table* by Claire Joyes (S & S); and *What I Saw at the Revolution* by Peggy Noonan (Random).

Earth Day, Comics & Reprints Out Front

In paper, a small drop in trade with slight gains in mass, but little change in the topics or authors that make these annual bestseller charts

The number of trade paperback bestsellers in 1990 fell from 1989 levels, as recorded in *Publishers Weekly*'s annual trade paperbacks top-sellers list, compiled since 1977 and defined by publishers' sales figures of 50,000 copies or more. (The titles include annuals, atlases and almanacs.) Books on the current list were published in 1989 or 1990, although sales figures are given for 1990 only.

In 1990 there were 226 trade paperback bestsellers, down from 231 titles in 1989. An all-time high was recorded in 1987 with 254 titles; there were 219 titles in 1988, 193 in 1986 and 208 in 1985. The top-ranking trade paperback of 1990 sold 1,305,713, compared with a figure of 1,575,000 in 1989; top sellers in 1988 and 1987 sold 1,253,000 and 2,489,500, respectively.

April 22, 1990, marked the 20th anniversary of Earth Day. Topping *PW*'s 1990 trade paperback bestseller charts was EarthWorks Group's *50 Simple Things You Can Do to Save the Earth* (1,305,713), an original. Related top-ranking titles included: EarthWorks Group's *50 Simple Things Kids Can Do to Save the Earth* (655,000); Diane MacEachern's *Save Our Planet: 750 Everyday Ways You Can Help Clean Up the Earth* (163,622); *The Green Consumer* (100,000), by John Elkington, Julia Hailes and Joel Makower; and Heloise's *Hints for a Healthy Planet* (100,000)—all originals.

On the lighter side in 1990, perennially bestselling cartoonist Bill Watterson served up the laughs with two originals: *Weirdos from Another Planet!* (1,208,000) and *The Authoritative Calvin and Hobbes* (1,069,000). Other comic-strip titles among the top-ranking 1990 trade paperbacks were *Wiener Dog Art: A Far Side Collection* (967,000) by Gary Larson; *Happy Trails!* (367,215) and *Classics of Western Literature* (345,565) by Berke Breathed; *Garfield Goes to Waist* (357,500) by Jim Davis; and *Greetings from the Simpsons* (328,376) by Matt Groening—all originals.

Some 1990 bestselling titles that stimulated the intellect rather than the funny bone were: Stephen Hawking's *A Brief History of Time* (365,000); Thomas Friedman's *From Beirut to Jerusalem* (210,000); Tracy Kidder's *Among Schoolchildren* (200,000); Zora Neale Hurston's *Their Eyes Were Watching God* (155,649); Oscar Hijuelos's *The Mambo Kings Play Songs of Love* (140,812); Shelby Foote's *The Civil War: A Narrative, 3 vols.* (108,000); Gabriel Garciá Márquez's *Love in the Time of Cholera* (100,500); Albert Camus's *The Stranger* (90,000); Paul Bowles's *The Sheltering Sky* (86,000); John Casey's *Spartina* (82,500); Homer's *The Odyssey* (63,000); Kazuo Ishiguro's *The Remains of the Day* (69,000); James McPherson's *Battle Cry of Freedom* (51,800); and Mary Gordon's *The Other Side* (50,000)—all reprints—and Evan Connell's *Mrs. Bridge* (64,189) and *Mr. Bridge* (55,576), both movie tie-ins.

Other strong categories included health-and-fitness, recovery and co-dependency, television tie-ins, bridal advice and cookbooks.

Bill Watterson: *perennial bestselling cartoonist.*

Mass Market

A total of 123 mass market titles published in 1989 or 1990 had in-print figures at the end of 1990 of at least one million copies and thus qualified for *PW*'s 1990 mass market bestseller list; by contrast, 119 and 111 titles appeared on the 1989 and 1988 lists, respectively. Three titles topped four million on the 1989 list; none topped four million on the 1990 list.

The 1990 top five contenders were: Danielle Steel's *Zoya* (3,900,000) and *Star* (3,750,000); Tom Clancy's *Cardinal of the Kremlin* (3,785,000); Rosamunde Pilcher's *The Shell Seekers* (3,665,000); and Robert Fulghum's *All I Really Need to Know I Learned in Kindergarten* (3,620,000)—all reprints. Steel also appeared on the bestseller lists with the reprint *Daddy* (3,500,000); Clancy showed again with *Clear and Present Danger* (3,338,000), a reprint, and *The Hunt for Red October* (2,108,000), a movie tie-in.

Other authors who made multiple appearances on *PW*'s 1990 mass market bestseller lists year were V.C. Andrews, Stephen King and Lawrence Sanders.

—PENNY KAGANOFF

TRADE PAPERBACKS

Titles listed here are trade paperbacks (originals, reprints or books issued in dual editions) published in 1989 or 1990 of which publishers have billed and shipped at least 50,000 copies to bookstores in 1990. Please note that publishers' sales figures do not necessarily represent final net sales, since they do not always reflect returns. Some sales figures were submitted in confidence, for use only in placing titles in their correct positions. Titles that were released in 1989 are marked with an asterisk. Almanacs, atlases and annuals are listed in the box on page 26.

500,000+

***50 Simple Things You Can Do to Save the Earth.** EarthWorks Group. Original. EarthWorks Press (1,305,713)
Weirdos from Another Planet! Bill Watterson. Original. Andrews & McMeel (1,208,000)
The Authoritative Calvin and Hobbes. Bill Watterson. Original. Andrews & McMeel (1,069,000)
Wiener Dog Art: A Far Side Collection. Gary Larson. Original. Andrews & McMeel (967,000)
50 Simple Things Kids Can Do to Save the Earth. EarthWorks Group. Original. Andrews & McMeel (655,000)
***T-Factor Fat Gram Counter.** Martin Katahn, Ph.D. Norton (531,200)
The "Late Night With David Letterman" Book of Top Ten Lists. David Letterman and the "Late Night with David Letterman" writers. Original. Pocket
The Secret Diary of Laura Palmer. Edited by Jennifer Lynch. Original. Pocket

200,000+

All I Need to Know I Learned From My Cat. Suzy Becker. Original. Workman (426,002)
Happy Trails! Berke Breathed. Original. Little, Brown (367,215)
A Brief History of Time. Stephen Hawking. Reprint. Bantam (365,000)
Garfield Goes to Waist. Jim Davis. Original. Ballantine (357,500)
Classics of Western Literature. Berke Breathed. Original. Little, Brown (345,565)
Greetings from the Simpsons. Matt Groening. Original. Harper Perennial (328,376)
***What to Expect in the First Year.** Arlene Eisenberg, Heidi E. Murkoff and Sandee E. Hathaway, BSN. Original. Workman (316,256)
Garfield Hangs Out. Jim Davis. Original. Ballantine (292,000)
***The New Basics.** Julee Rosso and Sheila Lukins. Original. Workman (270,166)
Liar's Poker. Michael Lewis. Reprint. Penguin (270,000)
The Jeopardy! Book. Alex Trebek and Peter Barsocchini. Original. Harper Perennial (269,752)
The Seven Habits of Highly Effective People. Stephen Covey. Fireside
***Yukon Ho!** Bill Watterson. Original. Andrews & McMeel (266,000)
Getting the Love You Want. Harville Hendrix. Reprint. Harper Perennial (258,253)
Tales From Margaritaville. Jimmy Buffett. Reprint. Fawcett Columbine (243,400)
Dick Tracy: The Making of the Movie. Mike Bonifer. Original. Bantam (240,000)
The Dance of Intimacy. Harriet G. Lerner. Reprint. Harper Perennial (235,273)
Garfield's Judgement Day. Jim Davis. Original. Ballantine (233,000)
14,000 Things To Be Happy About. Barbara Ann Kipfer. Original. Workman (230,642)
***The Calvin and Hobbes Lazy Sunday Book.** Bill Watterson. Original. Andrews & McMeel (228,000)
Funny, You Don't Look Like a Grandmother. Lois Wyse. Reprint. Avon (225,000)
From Beirut To Jerusalem. Thomas Friedman. Reprint. Anchor (210,000)
Among Schoolchildren. Tracy Kidder. Reprint. Avon (200,000)
Ultimate Unauthorized Nintendo Game Strategies, Vol. 2. Corey Sandler and Tom Badgett. Original. Bantam (200,000)

100,000+

The Cat Who Came For Christmas. Cleveland Amory. Reprint. Penguin (190,000)
***Beyond Codependency.** Melody Beattie. Reprint. HarperSanFrancisco (183,037)
One Up on Wall Street. Peter Lynch. Reprint. Penguin (180,000)
Meditations for Women Who Do Too Much. Anne Wilson Schaef. Original. HarperSanFrancisco (178,991)
The Halfling's Gem. R. A.Salvatore. Original. TSR
Leadership Secrets of Attila the Hun. Wess Roberts. Reprint. Warner (178,000)
More Headlines. Jay Leno. Original. Warner (172,000)
Codependents Guide to the 12 Steps. Melody Beattie. Original. Prentice Hall (170,000)
Save Our Planet: 750 Everyday Ways You Can Help Clean Up the Earth. Diane MacEachern. Original. Dell (163,622)
The Language of Letting Go. Melody Beattie. Original. HarperSanFrancisco (163,598)
Cartoon History of the Universe. Larry Gonick. Original. Doubleday (160,000)
Riverwind the Plainsman. Paul Thompson & Tonya Carter. Original. TSR
The Spitfire. Bertrice Small. Original. Ballantine (157,000)
Their Eyes Were Watching God. Zora Neale Hurston. Reprint. Harper Perennial (155,649)
Kaz, The Minotaur. Richard Knaack. Original. TSR
Buzz Beamer's Radical Sports. Bill Hinds. Original. Little, Brown (151,572)
"The Complete Guide to Prescription & Non-Prescription Drugs" (Seventh Edition). H. Winter Griffith, M.D. Reprint. Price Stern Sloan (150,000)
Garfield's Feline Fantasies. Jim Davis. Original. Ballantine (145,600)
The Mambo Kings Play Songs of Love. Oscar Hijuelos. Reprint. Harper Perennial (140,812)
Ironhelm. Douglas Niles. Original. TSR
Love, Medicine & Miracles. Dr. Bernie S. Siegel. Reprint. Harper Perennial (138,974)
Peace, Love & Healing. Dr. Bernie S. Siegel. Reprint. Harper Perennial (138,817)
Horselords. David Cook. Original. TSR
The Wyvern's Spur. Kate Novak & Jeff Grubb. Original. TSR
Garfield: The Me Book. Jim Davis. Original. Ballantine (134,200)
***Uncle John's 2nd Bathroom Reader.** Bathroom Readers' Institute. Original. St. Martin's (133,029)
***Wildlife Preserves: A Far Side Collection.** Gary Larson. Original. Andrews & McMeel (129,000)
Serenity: A Companion for Twelve Step Recovery. Dr. Robert Hemfelt and Dr. Richard Fowler. Dual. Thomas Nelson (128,802)
The Gates of Thorbardin. Dan Parkinson. Original. TSR
Tanis, The Shadow Years. Barbara & Scott Siegel. Original. TSR
Galen Beknighted. Michael Williams. Original. TSR
***Living Trust.** Henry W. Absts III. Original. Contemporary (123,176)
The Sanctity of Life. Charles Swindoll.

Original. Word (121,942)
Spanish Serenade. Jennifer Blake. Original. Fawcett/Columbine (121,800)
Exile. R. A. Salvatore. Original. TSR
The Courage to Heal Workbook. Laura Davis. Original. Harper Perennial (118,108)
Homeland. R. A. Salvatore. Original. TSR
Dave Barry Slept Here. Dave Barry. Reprint. Fawcett/Columbine (116,100)
***Headlines.** Jay Leno. Original. Warner (115,000)
How to Make the World a Better Place: A Guide to Doing Good. Jeffrey Hollender. Original. Morrow (112,000)
A Book of Angels. Sophy Burnham. Original. Ballantine (110,000)
Weight Watchers Quick Success Program Cookbook. Jean Nidetch. Reprint. Penguin (110,000)
Herman Over the Wall: The Seventh Treasury. Jim Unger. Original. Andrews & McMeel (109,000)
The Civil War: A Narrative, 3 Vols. Shelby Foote. Reprint. Vintage (108,000)
Separated at Birth 2. Editors of Spy Magazine. Original. Doubleday (103,000)
***Do What You Love, The Money Will Follow.** Marsha Sinetar. Reprint. Dell (102,554)
***Love in the Time of Cholera.** Gabriel García Márquez. Reprint. Penguin (100,500)
When Do Fish Sleep? David Feldman. Reprint. Harper Perennial (100,270)
The Green Consumer. John Elkington, Julia Hailes and Joel Makower. Original. Penguin (100,000)
Heloise: Hints for a Healthy Planet. Heloise. Original. Perigee (100,000)

75,000+

The Seat of the Soul. Gary Zukav. Reprint. Fireside
Uncle John's 3rd Bathroom Reader. Bathroom Readers' Institute. Original. St. Martin's (95,363)
Save the Animals. Ingrid Newkirk. Original. Warner (95,000)
Facing Codependence. Pia Mellody. Original. HarperSanFrancisco (95,183)
The Good Times. Russell Baker. Reprint. Penguin (95,000)
How To Dad. John Boswell and Ron Barrett. Original. Dell (94,526)
Classics from the New Yankee Workshop. Norm Abrams. Original. Little, Brown (92,804)
Bride's Wedding Planner/Revised Ed. Editors of Bride's Magazine. Revised. Fawcett/Columbine (90,900)
Ultimate Unauthorized Nintendo Game Boy Strategies. Corey Sandler and Tom Badgett. Original. Bantam (90,000)
***The Stranger.** Albert Camus. Reprint. Vintage (90,000)
Sundays at Moosewood Restaurant. The Mooosewood Collective. Original. Fireside
Adult Children of Alcoholics (Expanded Edition. Janet Woititz. Original. Health Communications (87,000)
Something Good. Robert Munsch. Original. Firefly (86,000)
The Sheltering Sky. Paul Bowles. Reprint. Vintage (86,000)
Eyewitness to History. John Carey. Reprint. Avon (86,000)
Decks. Sunset Editors. Original. Sunset (85,950)
Ultimate Unauthorized Nintendo Game Strategies, Vol. 3. Corey Sandler and Tom Badgett. Original. Bantam (85,000)
***Weekend Afghans.** Jean Leinhauser & Rita Weiss. Reprint. Sterling (83,082)
Scroll Saw Country Patterns. Patrick Spielman. Original. Sterling (83,082)
Spartina. John Casey. Reprint. Avon (82,500)
***A Gift to Myself: Personal Workbook.** Charles Whitfield, M.D. Original. Health Communications (80,000)
All My Best Friends. George Burns with David Fisher. Reprint. Perigee (80,000)
We Are Still Married. Garrison Keillor. Reprint. Penguin (80,000)
***Pigs.** Robert Munsch. Original. Firefly (78,000)
The Road From Coorain. Jill Ker Conway. Reprint. Vintage (76,000)
Head First. Norman Cousins. Reprint. Penguin (75,000)

50,000+

Garfield Postcard Book #2: Words to Live By. Jim Davis. Original. Ballantine (74,500)
***How to Win Customers and Keep Them for Life.** Michael Le Boeuf. Reprint. Berkley (74,000)
The Ginger Tree. Oswald Wynd. Reprint. Harper Perennial (73,117)
About Face. David Hackworth. Reprint. Touchstone
If This Is a Lecture, How Long Will It Be? Lynn Johnston. Original. Andrews & McMeel (71,000)
Stick a Geranium in Your Hat and Be Happy! Barbara Johnson. Original. Word (70,771)
Leadership Is an Art. Max De Pree. Reprint. Dell (70,092)
Drumming at the Edge of Magic. Mickey Hart. Original. Harper SanFrancisco (69,183)
Pass the Loot. Bill Amend. Original. Andrews & McMeel (69,000)
The Remains of the Day. Kazuo Ishiguro. Reprint. Vintage (69,000)
Garfield Postcard Book #3: Birthday Greetings. Jim Davis. Original. Ballantine (68,200)
101 Uses for Silly Putty. Linda Sunshine. Original. Andrews & McMeel (67,000)
Recycled Doonesbury: Second Thoughts on a Gilded Age. G. B. Trudeau. Original. Andrews & McMeel (67,000)
***The New Read-Aloud Handbook.** Jim Trelease. Reprint. Penguin (65,000)
Rotisserie League Baseball. Glenn Waggoner and Robert Sklar. Original. Bantam (65,000)
Quantum Healing. Deepak Chopra, M.D. Reprint. Bantam (65,000)
Mrs. Bridge. Evan Connell. Movie tie-in. North Point (64,189)
James McNair's Grill Cookbook. James McNair. Original. Chronicle (63,600)
Dances with Wolves: The Illustrated Story of the Epic Film. Kevin Costner, Michael Blake and Jim Wilson. Original. Newmarket (63,500)
I Dream A World: Portraits of Black Women Who Changed America. Brian Lanker. Original. Stewart, Tabori & Chang (63,387)
Fax This Book. John Caldwel. Original. Workman (63,238)
Affirmations For the Inner Child. Rokelle Lerner. Original. Health Communications (63,000)
The Odyssey. Homer. Reprint. Vintage (63,000)
Wreaths 'Round the Year. Dawn Cusick & Rob Pulleyn. Original. Sterling (62,308)
The Hobbit: Illustrated. J.R.R. Tolkien. Original. Ballantine (62,100)
You're Smokin' Now, Mr. Butts! G. B. Trudeau. Original. Andrews & McMeel (62,000)
Henry and June: From the Unexpurgated Diary of Anaïs Nin. Anais Nin. Reprint. Harvest/HBJ (61,632)
The Woman Warrior: Memoirs of a Girlhood Among Ghosts. Maxine Hong Kingston. Reprint. Vintage (61,000)
Low Cholesterol Cook Book. Sunset Editors. Original. Sunset (60,770)
The Book of Answers. Barbara Berliner with Melinda Corey and George Ochoa. Original. Prentice Hall (60,500)
The Feeling Good Handbook. David D. Burns, M.D. Reprint. Penguin (60,000)
Confessions of an S.O.B. Al Neuharth. Reprint. Penguin (60,000)
Simple Science Experiments with Everyday Materials. Muriel Mandell. Reprint. Sterling (59,751)
***World's Best "True" Ghost Stories.** C.B. Colby. Reprint. Sterling (58,595)
Macintosh Bible (3rd Ed.). Sharon Zardetto Aker et al. Edited by Arthur Naiman. Original. Goldstein & Blair (58,327)

***Gourmet Fish on the Grill.** Barbara Grunes and Phyllis Magida. Original. Contemporary (58,212)
Not That You Asked. Andrew A. Rooney. Reprint. Penguin (56,000)
***The Wall Street Journal Guide to Money & Markets.** Richard Saul Wurman, Alan Siegel, Kenneth Morris. Original. Access/Prentice Hall (55,900)
***Dave Barry's Greatest Hits.** Dave Barry. Reprint. Fawcett/Columbine (55,800)
Mr. Bridge. Evan Connell. Movie tie-in Reprint. North Point (55,576)
***The Backyard Explorer Kit.** Rona Beame. Original. Workman (55,301)
The Boy Who Couldn't Stop Washing. Judith Rapoport, M.D. Reprint. Penguin (55,000)
Symptoms. Isadore Rosenfeld, M.D. Reprint. Bantam (55,000)
Age Wave. Ken Dychtwald, Ph.D. and Joe Flower. Reprint. Bantam (55,000)
What Do You Know? The Ultimate Test of Common (And Not So Common) Knowledge. Jaime O'Neill. Original. Bantam (55,000)
Animal Rights Handbook. Laura Fraser. Original. Living Planet (54,847)
The Moon Below. Barbara Bickmore. Original. Ballantine (54,400)
Fox Trot: The Works. Bill Amend. Original. Andrews & McMeel (54,000)
Dick Tracy Casebook, 1931–1990. Selected by Max Allan Collins & Dick Locher. Original. St. Martin's (53,816)
The Broken Cord. Michael Dorris. Reprint. Harper Perennial (53,797)
***First 200 Years of Monty Python.** Kim "Howard" Johnson. Original. St. Martin's (53,280)
Grateful Dead: Built to Last 25th Anniversary Album 1965–1990. Jamie Jensen. Original. Penguin (53,000)
A Whack on the Side of the Head. Roger von Oech. Original. Warner (53,000)
Awakenings. Oliver Sacks. Movie tie-in. Harper Perennial (52,472)
A Step-By-Step Guide to Your Sewing Machine. Jan Saunders. Original. Chilton (52,156)
Geek Love. Katherine Dunn. Reprint. Warner (52,000)
Lord of the Plains. Alfred Silver. Original. Ballantine (52,000)
***Battle Cry of Freedom.** James McPherson. Reprint. Ballantine (51,800)
More Balloon Animals. Aaron Hsu-Flanders. Original. Contemporary (51,385)
Sure Of You. Armistead Maupin. Reprint. Harper Perennial (51,280)
***Your Pregnancy Week-by-Week.** Glade B. Curtis, M.D. Original. Fisher (51,000)
Lifeskills For Adult Children. Janet Woititz and Alan Garner. Original. Health Communications (51,000)
$14 in the Bank and a $200 Face in My Purse. Cathy Guisewite. Original. Andrews & McMeel (51,000)
Plan Your Estate With a Living Trust. Denis Clifford. Original. Nolo (50,931)
Your Perfect Right (6th Edition). Robert E. Alberti and Michael L. Emmons. Revised. Impact (50,123)
Wordstruck. Robert MacNeil. Reprint. Penguin (50,000)
Great Plains. Ian Frazier. Reprint. Penguin (50,000)
The Second World War. John Keegan. Reprint. Penguin (50,000)
The Other Side. Mary Gordon. Reprint. Penguin (50,000)
Callanetics for Your Back. Callan Pinckney. Reprint. Avon (50,000)
Oh, Kentucky! Betty Receveur. Original. Ballantine (50,000)
***Garfield Chews the Fat.** Jim Davis. Original. Ballantine (50,000)
Warrior. Donald McQuinn. Original. Del Rey (50,000)
Opening Our Hearts to Men. Susan Jeffers. Original. Fawcett/Columbine (50,000)
"Being Happy!" Andrew Matthews. Original. Price Stern Sloan (50,000)
What They Still Don't Teach You at Harvard Business School. Mark H. McCormack. Reprint. Bantam (50,000)
South Lies the Valley. Veronica Geoghegan Sweeney. Original. Bantam

ALMANACS, ATLASES & ANNUALS

The World Almanac & Book of Facts 1991. Mark S. Hoffman, Editor. Original. Pharos (2,000,000)
J. K. Lasser's Your Income Tax 1991. J. K. Lasser Institute. Original. Prentice Hall (616,000)
Ernst & Young's Arthur Young Tax Guide 1991. Original. Ballantine (425,000)
Old Farmer's Almanac 1991. Yankee (290,000)
***The World Almanac & Book of Facts 1990.** Mark S. Hoffman, Editor. Original. Pharos (250,000)
***Let's Go: Europe.** Harvard Student Agencies. Annual. St. Martin's (163,811)
The Universal Almanac, 1991 Edition. John W. Wright, General Editor. Original. Andrews & McMeel (145,000)
1991 Mobil Road Atlas & Trip Planning Guide. Susan Farewell. Revised. Prentice Hall (120,500)
***Webster's New World Compact School & Office Dictionary.** Revised. Prentice Hall (116,700)
***Old Farmer's Almanac 1990.** Yankee (110,000)
1990 Mobil Travel Guide: California & the West. Revised. Prentice Hall (103,500)
***Frommer's Europe on $40 A Day 1990.** Revised. Prentice Hall (101,000)
The Baseball Book 1990. Bill James. Original. Villard (96,833)
1990 Mobil Travel Guide: Northeast. Revised. Prentice Hall (95,000)
***Let's Go: USA.** Harvard Student Agencies. Annual. St. Martin's (94,245)
1990 Mobil Travel Guide: Middle Atlantic. Revised. Prentice Hall (81,500)
The Unofficial Guide to Walt Disney World and Epcot 1990. Bob Sehlinger. Prentice Hall (80,900)
1990 Mobil Travel Guide: Southeast. Revised. Prentice Hall (77,000)
The Princeton Review—Cracking the System: The SAT and PSAT—1991 Edition. Adam Robinson and John Katzman. Original. Villard (75,865)
1990 Mobil Travel Guide: Southwest and South Central. Revised. Prentice Hall (60,000)
Warman's Antiques & Their Prices, 24th Edition. Edited by Harry L. Rinker. Original. Chilton (58,649)
1990 Mobil Travel Guide: Great Lakes. Revised. Prentice Hall (58,500)
Ernst & Young's Tax-Saving Strategies 1990-1991. Ernst & Young. Original. Wiley (58,000)
Roger Ebert's Movie Home Companion, 1991 Edition. Roger Ebert. Original. Andrews & McMeel (57,000)
***Let's Go: Britain and Ireland.** Harvard Student Agencies, Inc. Annual. St. Martin's (55,887)
Hoover's Handbook 1991. Gary Hoover and Alta Campbell. Original/Annual. Reference Press (53,310)
1990 Mobil Travel Guide: Northwest and Great Plains. Revised. Prentice Hall (52,500)
***Let's Go: France.** Harvard Student Agencies. Annual. St. Martin's (51,868)
SAT—Barron's How To Prepare For the Scholastic Aptitutde Test—SAT 15th Edition. Samuel C. Brownstein, Mitchel Weiner and Sharon Weiner Green. Original/Revision. Barron's (50,000)
GRE—Barron's How to Prepare for the Graduate Record Exam—GRE 9th Edition. Samuel C. Brownstein, Mitchel Weiner and Sharon Weiner Green. Original-/Revision. Barron's (50,000)
GED—How To Prepare for the High School Equivalency Examination—GED 8th Edition. Murray Rockowitz, Ph.D, Samuel Bronstein and Max Peters. Original/Revision. Barron's (50,000)
GMAT—Barron's How to Prepare for the Graduate Management Admissions Test—GMAT—8th Edition. Eugene D. Jaffe and Stephen Hilbert. Original/Revision. Barron's (50,000)
501 Spanish Verbs—2nd Edition. Christopher Kendris. Original/Revision. Barron's (50,000)
PAC—Barron's Profiles of American Colleges 17th Edition. Compiled and Edited by the College Division of Barron's Ed. Series, Inc. Original/Revision. Barron's (50,000)
ACT—How to Prepare for the ACT 8th Edition. George Ehrenhaft, Robert L. Lehrman, Allan Mundsack, and Fred Obrecht. Original/Revision. Barron's (50,000)
LSAT—How to Prepare for the Law School Admission Test 5th Edition. Jerry Bobrow, Ph.D. Original/Revision. Barron's (50,000)

(50,000)
Bride's New Ways to Wed. Editors of Bride's Magazine. Original. Perigee (50,000)
***All New Hints From Heloise.** Heloise. Original. Perigee (50,000)
***Bride's Book of Etiquette (6th Ed.).** Editors of Bride's Magazine. Original. Perigee (50,000)
***Planning a Wedding to Remember.** Beverly Clark. Original. Wilshire (50,000)
***The Perfect Cover Letter.** Richard Beatty. Original. Wiley (50,000)

MASS MARKET PAPERBACKS

The following is a listing of those mass market titles published in 1989 or 1990 whose 1989 in-print figures exceeded one million copies. Figures represent publishers' claims of copies in print and, as such, do not indicate how well the books sold.

Titles marked with asterisks were released in 1989; sales figures for some titles were submitted in confidence, for use only in placing titles in their correct positions.

3 Million+

***Zoya.** Danielle Steel. Reprint. Dell (3,900,000)
***Cardinal of the Kremlin.** Tom Clancy. Reprint. Berkley (3,785,000)
Star. Danielle Steel. Reprint. Dell (3,750,000)
***The Shell Seekers.** Rosamunde Pilcher. Reprint. Dell (3,665,000)
***All I Really Need to Know I Learned in Kindergarten.** Robert Fulghum. Reprint. Ivy (3,620,000)
Daddy. Danielle Steel. Reprint. Dell (3,500,000)
***Sands of Time.** Sidney Sheldon. Reprint. Warner (3,500,000)
Clear and Present Danger. Tom Clancy. Reprint. Berkley (3,338,000)
***Gates of Paradise.** V.C. Andrews. Original. Pocket
The Dark Half. Stephen King. Reprint. Signet (3,100,000)
Web of Dreams. V. C. Andrews. Original. Pocket

2 Million+

***Gunslinger (Dark Tower #1).** Stephen King. Reprint. Signet (2,800,000)
Dawn. V. C.Andrews. Original. Pocket
***The Silence of the Lambs.** Thomas Harris. Reprint. St. Martin's (2,700,000)
***Rock Star.** Jackie Collins. Reprint. Pocket
Drawing of the Three (Dark Tower #2). Stephen King. Reprint. Signet (2,510,000)
While My Pretty One Sleeps. Mary Higgins Clark. Reprint. Pocket
***Blind Faith.** Joe McGinnis. Reprint. Signet (2,205,000)
***Inheritance.** Judith Michael. Reprint. Pocket
The Pillars of the Earth. Ken Follett. Reprint. Signet (2,150,000)
***Midnight.** Dean R. Koontz. Reprint. Berkley (2,125,000)
***The Hunt for Red October.** Tom Clancy. Movie tie-in. Berkley (2,108,000)
***Lightning.** Dean R. Koontz. Reprint. Berkley (2,057,000)
The Russia House. John le Carre Reprint. Bantam (2,045,000)
***Presumed Innocent.** Scott Turow. Movie tie-in. Warner (2,000,000)
The Bad Place. Dean R. Koontz. Reprint. Berkley (2,000,000)
Servants of Twilight. Dean R. Koontz. Reissue. Berkley (2,000,000)
***Timothy's Game.** Lawrence Sanders. Reprint. Berkley (2,000,000)

1.5 Million+

The Joy Luck Club. Amy Tan. Reprint. Ivy (1,900,000)
***Alaska.** James Michener. Reprint. Fawcett (1,900,000)
Rivals. Janet Dailey. Reprint. Fawcett (1,900,000)
***Tapestry.** Belva Plain. Reprint. Dell (1,825,000)
***Shining Through.** Susan Isaacs. Reprint. Ballantine (1,800,000)
Capital Crimes. Lawrence Sanders. Reprint. Berkley (1,783,000)
Billy Bathgate. E. L. Doctorow. Reprint. HarperPaperbacks (1,771,000)
***Texas Fury.** Fern Michaels. Original. Ballantine (1,700,000)
***Queen of the Damned.** Anne Rice. Reprint. Ballantine (1,700,000)
***Breathing Lessons.** Anne Tyler. Reprint. Berkley (1,686,000)
***Stolen Blessings.** Lawrence Sanders. Original. Berkley (1,670,000)
Mutation. Robin Cook. Reprint. Berkley (1,649,000)
***Final Flight.** Stephen Coonts. Reprint. Dell (1,640,000)
Guinness Book of World Records. Donald McFarlan. Reprint. Bantam (1,635,000)
Mortal Fear. Robin Cook. Reprint. Berkley (1,612,000)
So Worthy My Love. Kathleen Woodiwiss. Reprint. Avon (1,600,000)
Polar Star. Martin Cruz Smith. Reprint. Ballantine (1,600,000)
***Prime Time.** Joan Collins. Reprint. Pocket
***Anything For Billy.** Larry McMurtry. Reprint. Pocket
Red Phoenix. Larry Bond. Reprint. Warner (1,575,000)
Blessings. Belva Plain. Reprint. Dell (1,550,000)
A Woman Named Jackie. C. David Heymann. Reprint. Signet (1,500,000)
***Love Songs.** Lawrence Sanders. Reissue. Berkley (1,500,000)
California Gold. John Jakes. Reprint. Ballantine (1,500,000)

1 Million+

The Negotiator. Frederick Forsythe. Reprint. Bantam (1,440,000)
Gentle Rogue. Johanna Lindsey. Original. Avon (1,400,000)
The Fortune. Michael Korda. Reprint. Warner (1,400,000)
***Sins of Omission.** Fern Michaels. Original. Ballantine (1,400,000)
***Koko.** Peter Straub. Reprint. Signet (1,400,000)
Rightfully Mine. Doris Mortman. Reprint. Bantam (1,375,000)
Sleepwalk. John Saul. Original. Bantam (1,375,000)
Creature. John Saul. Reprint. Bantam (1,375,000)
Savage Thunder. Johanna Lindsey. Original. Avon (1,370,000)
***The Last Princess.** Cynthia Freeman. Reprint. Berkley (1,354,000)
The Temple of My Familiar. Alice Walker. Reprint. Pocket
Morning Glory. LaVyrle Spencer. Reprint. Jove (1,345,000)
The Minotaur. Stephen Coonts. Reprint. Dell (1,342,000)
Love & Marriage. Bill Cosby. Reprint. Bantam (1,340,000)
Silent Partner. Jonathan Kellerman. Reprint. Bantam (1,340,000)
Warrior's Woman. Johanna Lindsey. Original. Avon (1,335,000)

Beverly Hills. Pat Booth. Reprint. Ballantine (1,300,000)
A Season in Hell. Jack Higgins. Reprint. Pocket
***The Ragman's Son.** Kirk Douglas. Reprint. Pocket
A Prayer for Owen Meany. John Irving. Reprint. Ballantine (1,300,000)
Sins of the Flesh. Fern Michaels. Original. Ballantine (1,300,000)
The Naked Heart. Jacqueline Briskin. Reprint. Dell (1,300,000)
***Silver Tower.** Dale Brown. Reprint. Berkley (1,275,000)
***Sword Point.** Harold Coyle. Reprint. Pocket
Some Can Whistle. Larry McMurtry. Reprint. Pocket
Almost Heaven. Judith McNaught. Original. Pocket
It's Always Something. Gilda Radner. Reprint. Avon (1,235,000)
A Thief of Time. Tony Hillerman. Reprint. HarperPaperbacks (1,226,661)
***Swim With the Sharks Without Being Eaten Alive.** Harvey Mackay. Reprint. Ivy (1,225,000)
***Video Movie Guide 1990.** Mick Martin, ed. Original. Ballantine (1,200,000)
***Glamorous Powers.** Susan Howatch. Reprint. Fawcett (1,200,000)
***The India Fan.** Victoria Holt. Reprint. Fawcett (1,200,000)
Ultimate Prizes. Susan Howatch. Reprint. Fawcett (1,200,000)
***One.** Richard Bach. Reprint. Dell (1,200,000)
A Knight in Shining Armor. Jude Deveraux. Original. Pocket
The Endearment. LaVyrle Spencer. Reissue. Jove (1,185,000)
Black Sand. William Caunitz. Reprint. Bantam (1,185,000)
***Firefly Summer.** Maeve Binchy. Reprint. Dell (1,165,000)

Day of the Cheetah. Dale Brown. Reprint. Berkley (1,154,000)
***Cold Harbour.** Jack Higgins. Reprint. Pocket
***The Taming.** Jude Deveraux. Original. Pocket
***The Hellion.** LaVyrle Spencer. Reissue. Jove (1,113,000)
***2061: Odyssey Three.** Arthur C. Clarke. Del Rey (1,105,494)
***Hot Money.** Dick Francis. Reprint. Fawcett (1,100,000)
Spy Hook. Len Deighton. Reprint. Ballantine (1,100,000)
***Prize Pulitzer.** Roxanne Pulitzer. Reprint. Ballantine (1,100,000)
Reasonable Doubt. Philip Friedman. Reprint. Ivy (1,100,000)
Foucault's Pendulum. Umberto Eco. Reprint. Ballantine (1,100,000)
Whispered Kisses. Janelle Taylor. Original. Zebra (1,100,000)
The Guest of Honor. Irving Wallace. Reprint. Dell (1,079,000)
Silver Wedding. Maeve Binchy. Reprint. Dell (1,075,000)
***Feather on the Moon.** Phyllis Whitney. Reprint. Fawcett (1,070,000)
***The Silk Vendetta.** Victoria Holt. Reprint. Fawcett (1,070,000)
Garden of Lies. Eileen Goudge. Reprint. Signet (1,050,000)
***Wishes.** Jude Deveraux. Original. Pocket
Rules of Prey. John Sanford. Reprint. Berkley (1,042,000)
***How to Win at Nintendo Games 2.** Jeff Rovin. Original. St. Martin's (1,030,999)
Dick Tracy. Max Allen Collins. Original. Bantam (1,025,000)
***The Golden Room.** Irving Wallace. Original. Dell (1,020,000)
Modern Women. Ruth Harris. Reprint. St. Martin's (1,010,000)
Playmates. Robert B. Parker. Reprint. Berkley (1,001,000)
Smoke and Mirrors. Barbara Michaels. Reprint. Berkley (1,001,000)
***Winter.** Len Deighton. Reprint. Ballantine (1,000,000)
The Edge. Dick Francis. Reprint. Fawcett (1,000,000)
The Captive. Victoria Holt. Reprint. Fawcett (1,000,000)
***Zero.** Eric Lustbader. Reprint. Fawcett (1,000,000)
French Kiss. Eric Lustbader. Reprint. Fawcett (1,000,000)
Rainbow in the Mist. Phyllis Whitney. Reprint. Fawcett (1,000,000)
Murder at the Kennedy Center. Margaret Truman. Reprint. Fawcett (1,000,000)
***Thornyhold.** Mary Stewart. Reprint. Fawcett (1,000,000)
Bel Air. Catherine Stone. Original. Zebra (1,000,000) □

Compiled by Ingrid Chevannes & Dermot McEvoy

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Commercial Books Scored Big With Kids

Hardcover titles were dominated by well-known authors and characters; Turtles, Baby-sitters and Berenstain Bears led the paperback pack

For the first time ever, *Publishers Weekly* has compiled frontlist and backlist children's bestseller lists for the previous year's sales. The lists are based on sales figures supplied by publishers for hardcovers that sold more than 75,000 copies in 1990, and paperbacks that sold more than 100,000. These numbers reflect trade sales only, and exclude book club, direct mail or overseas sales. Publishers' figures do not necessarily represent net sales, since they do not always reflect returns. Some books appear without sales figures; these were submitted to *PW* in confidence, to use only in placing titles in their correct positions.

Big Names and Backlist

A basic truth of children's book publishing is amply illustrated when the lists are perused. Both hardcover and paperback frontlist sales are quite strong, but the numbers make it clear that backlist remains the heart of the business.

Figures and titles in hardcover frontlist reveal few surprises. Most of the titles fall into one or more of the following categories: books by big names in the field, including Dr. Seuss, Chris Van Allsburg, Judy Blume and Beverly Cleary; books with a Christmas or winter theme; books by a few celebrities; books with gimmicks of some sort; books with crossover appeal; and books starring Sesame Street characters. Sales of the two picture books on the list that do not fit one of those categories (*The True Story of the Three Little Pigs*; *Chicka Chicka Boom Boom*) were bolstered by widespread use by teachers.

Paperback frontlist is dominated by two entertainment phemonena—Teenage Mutant Ninja Turtles and New Kids on the Block—and two series—the Baby-sitters Club and the Berenstain Bears. Except for those bears, no picture books qualify for the list, and most of the titles carry quite low price tags. There are a few single titles with impressive sales figures: *Number the Stars*, Lois Lowry's 1990 Newbery winner; *Matilda* by Roald Dahl; and *The Secret of the Indian* by Lynne Reid Banks.

In hardcover backlist, Waldo emerges the hands-down winner: Martin Handford's three backlist titles sold a total of 2.5 million copies—20% of *all* hardcover backlist children's books on this list. Ranking just behind Waldo is every child's favorite doctor—Dr. Seuss—whose books account for 19% of total sales. Five Dr. Seuss titles sold more than 200,000 copies apiece in 1990—all of them written before 1963. Books featuring the Sesame Street gang comprise 8.5% of total sales, and Disney books account for 8.3%. Perennial favorites abound: *Goodnight Moon*, published in 1947, which sold almost 162,000 copies in hardcover and 227,000 in paperback; Shel Silverstein (his three books sold more than 640,000 copies); *The Very Hungry Caterpillar*; *The Polar Express*; and *The Little Engine That Could*. Baby books, ABC books and early readers comprise much of the rest.

Several hardcover backlist titles have inspired soon-to-be-released sequels. *Good Dog, Carl* by Alexandra Day, with one sequel a frontlist bestseller and one a backlist bestseller, has spawned next fall's *Carl's Afternoon in the Park*. Harper's *If You Give a Mouse a Cookie*, a bestseller since 1985, will also have a sequel in the fall—*If You Give a Moose a Muffin*, as will *The Jolly Postman* (*The Jolly Christmas Postman*) and *Brown Bear, Brown Bear, What Will You Wear?* (*Polar Bear, Polar Bear, What Do You Hear?*).

Thirty-eight Berenstain Bears titles are paperback backlist bestsellers, for a total of over 8.1 million copies sold (9.1 million, when frontlist is added). Mercer Mayer's books total almost 2.3 million copies sold, and Ann M. Martin's Baby-sitters Club racked up 2.5 million in backlist sales (more than 6.8 million copies when combined with frontlist). Books by the Berenstains, Mayer and Martin account for 53% of all paperback backlist sales on the list.

Much commercial fare, it's true. But it is heartening to see how many Newbery winners or Honor books also made the bestseller list, including *Sarah, Plain and Tall*; *Dear Mr. Henshaw*; *Hatchet*; *On My Honor*; *Bridge to Terabithia*; *Roll of Thunder, Hear My Cry*; *Julie of the Wolves*; *Sounder*; *From the Mixed-up Files of Mrs. Basil E. Frankweiler*; *A Wrinkle in Time*; *The Cricket in Times Square*; and *Charlotte's Web*, the bestselling paperback backlist title of 1990, with sales of more than half a million copies.

For the industry itself, a picture of health and diversity emerges. Commercial books coexist on bestseller lists with classics and more literary fare. There is a constant influx of popular titles; some will prove ephemeral, and some will take their places on the backlist and go on selling well for many years to come.

—DIANE ROBACK

HARDCOVER FRONTLIST BESTSELLERS

100,000+

1. **Oh, the Places You'll Go!** Dr. Seuss. Random (842,861)
2. **Teenage Mutant Ninja Turtles Pop-Up Book.** Mirage Studios, illus. by Chuck Murphy. Random (303,171)
3. **The True Story of the Three Little Pigs.** Jon Scieszka, illus. by Lane Smith. Viking (274,496)
4. **Just a Dream.** Chris Van Allsburg. Houghton Mifflin (247,670)
5. **Carl's Christmas.** Alexandra Day. Farrar, Straus & Giroux (245,787)
6. **The Silver Slippers.** Elizabeth Koda-Callan. Workman (183,800)
7. **Something Big Has Been Here.** Jack Prelutsky, illus. by James Stevenson. Greenwillow (178,000)
8. **Oscar's Grouchy Sounds.** Constance Allen, illus. by Tom Cooke. Western (159,798)
9. **Bert's Beautiful Sights.** Constance Allen, illus. by Maggie Swanson. Western (146,388)
10. **The Wild Christmas Reindeer.** Jan Brett. Putnam (144,210)
11. **The Big Book for Peace.** Edited by Ann Durell and Marilyn Sachs. Dutton (141,344)
12. **The Little Engine That Could (mini-edition).** Watty Piper, illus. by George and Doris Hauman. Grosset & Dunlap (137,018)
13. **Where's Spot? (mini-edition).** Eric Hill. Putnam (131,122)
14. **The Mitten.** Jan Brett. Putnam (129,524)
15. **The Boy of the Bells.** Carly Simon, illus. by Margot Datz. Doubleday
16. **Oscar, Cat-About-Town.** James Herriot. St. Martin's (127,106)
17. **Ernie Follows His Nose.** Constance Allen, illus. by Maggie Swanson. Western (117,900)
18. **Grover's Book of Cute Things to Touch.** Constance Allen, illus. by Tom Cooke. Western (115,764)
19. **The Good Luck Pony.** Elizabeth Koda-Callan. Workman (114,600)
20. **We Wish You a Merry Christmas.** Illus. by Michael Hague. Holt (112,831)
21. **Jingle Bells.** Illus. by Michael Hague. Holt (112,573)
22. **[illegible]dge-A-Mania.** Judy Blume. Dutton ([illegible]396)

75,000+

23. **More Bugs in Boxes.** David Carter. Simon & Schuster (88,000)
24. **Chicka Chicka Boom Boom** John Archambault and Bill Martin Jr., illus. by Lois Ehlert. Simon & Schuster (86,000)
25. **Precious Moments of Christmas.** Samuel Butcher. Western (83,476)
26. **Elmo Gets Homesick.** Tish Sommers Rabe, illus. by Tom Brannon. Western (79,480)
27. **Charlie the Caterpillar.** Dom DeLuise, illus. by Christopher Santoro. Simon & Schuster (77,000)
28. **The Twelve Days of Christmas (mini-edition).** Illus. by Jan Brett. Putnam (76,888)
29. **A Grouch's Christmas.** Michaela Muntean, illus. by Tom Leigh. Western (75,698)
30. **Muggie Maggie.** Beverly Cleary. Morrow

A longtime favorite—Dr. Seuss garners top spots on two lists; these titles sold 842,861 and 332,143 copies respectively last year.

PAPERBACK FRONTLIST BESTSELLERS

500,000+

1. **Teenage Mutant Ninja Turtles.** B. B. Hiller. Dell (1,775,149)
2. **Teenage Mutant Ninja Turtles: The Final Lesson.** Astrid Holm, illus. by Frank Mateu. Random (1,423,664)
3. **Teenage Mutant Ninja Turtles: The First Battle.** Crystal Herman, illus. by Larry Daste. Random (1,337,303)
4. **New Kids on the Block.** Grace Catalano. Bantam
5. **Mary Anne and Too Many Boys (BSC #34).** Ann M. Martin (Scholastic, 796,000)
6. **Teenage Mutant Ninja Turtles: The Movie Storybook.** Katherine Ross, illus. by GEE Studio, Random (791,722)
7. **Teenage Mutant Ninja Turtles: Six-Guns and Shurikens.** Dave Morris. Dell (780,015)
8. **Teenage Mutant Ninja Turtles: Buried Treasure.** Dave Morris. Dell (725,119)
9. **Teenage Mutant Ninja Turtles: Red Herrings.** Dave Morris. Dell (700,655)
10. **Teenage Mutant Ninja Turtles: Sky High.** Dave Morris. Dell (700,311)
11. **50 Simple Things Kids Can Do to Save the Earth.** EarthWorks Group. Andrews & McMeel (655,000)
12. **Our Story: New Kids on the Block.** Joseph, Jonathan, Donnie, Danny and Jordan. Bantam
13. **Where's Waldo? The Ultimate Fun Book!** Martin Handford. Little, Brown (606,404)
14. **Teenage Mutant Ninja Turtles: Totally Awesome Activity Book.** Shelley Greene, illus. by Jim Lawson and Dan Burger. Random (527,416)

200,000+

15. **The Berenstain Bears and the Slumber Party.** Stan and Jan Berenstain. Random (458,797)
16. **Baby-Sitters Island Adventure (Super Special #4).** Ann M. Martin. Scholastic (402,000)
17. **Stacey and the Mystery of Stoneybrook (BSC #35).** Ann M. Martin. Scholastic (376,000)
18. **Dawn's Wicked Stepsister (BSC #31).** Ann M. Martin. Scholastic (358,100)
19. **Claudia and the Great Search (BSC #33).** Ann M. Martin. Scholastic (353,000)
20. **Matilda.** Roald Dahl. Puffin (351,788)
21. **Kristy and the Secret of Susan (BSC #32).** Ann M. Martin. Scholastic (330,000)
22. **New Kids on the Block.** Robin McGibbon. Avon
23. **California Girls (Super Special #5).** Ann M. Martin. Scholastic (291,000)
24. **The Berenstain Bears and the Prize Pumpkin.** Stan and Jan Berenstain. Random (279,110)
25. **Dawn and the Older Boy (BSC #37).**

Ann M. Martin. Scholastic (271,000)
26. **A Kids' Guide to How to Save the Planet.** Billy Goodman. Avon
27. **Kristy's Mystery Admirer (BSC #38).** Ann M. Martin. Scholastic (262,000)
28. **Poor Mallory! (BSC #39).** Ann M. Martin. Scholastic (246,500)
29. **Claudia and the Middle School Mystery (BSC #40).** Ann M. Martin. Scholastic (237,000)
30. **The Berenstain Bears' Trouble with Pets.** Stan and Jan Berenstain. Random (232,247)
31. **Rock and Roar.** Justine Korman, illus. by John Costanza and Diana Wakeman. Western (216,438)
32. **Sweet Valley Twins Super Summer Fun Book.** Francine Pascal. Bantam
33. **See You Later.** Christopher Pike. Pocket Books

100,000+

34. **Hurray for Hamton.** Linda Aber, illus. by John Costanza and Diana Wakeman. Western (198,997)
35. **Fall into Darkness.** Christopher Pike. Pocket Books
36. **Baby-sitters Club Calendar 1991.** Ann M. Martin. Scholastic (190,000)
37. **Number the Stars.** Lois Lowry. Dell (185,562)
38. **Backstage Surprise (New Kids on the Block).** Seth McEvoy and Laure Smith. Pocket Books
39. **Bruce's Story (SVH Super Star #2).** Francine Pascal. Bantam
40. **Welcome to Junior High (Girl Talk #1).** L. E. Blair. Western (158,710)
41. **Merry Christmas, Mr. Carroll.** Eugene Coco. Western (154,616)
42. **Karen's Sleepover (BSLS #9).** Ann M. Martin. Scholastic (154,600)
43. **Karen's Haircut (BSLS #8).** Ann M. Martin. Scholastic (150,000)
44. **Karen's Birthday (BSLS #7).** Ann M. Martin. Scholastic (143,000)
45. **Karen's Grandmothers (BSLS #10).** Ann M. Martin. Scholastic (143,000)
46. **Witch.** Christopher Pike. Pocket Books
47. **Enid's Story (SVH Super Star #3).** Francine Pascal. Bantam
48. **The Carnival Ghost (SVT Super Chiller #3).** Francine Pascal. Bantam
49. **Jessi's Baby-sitter (BSC #36).** Ann M. Martin. Scholastic (135,000)
50. **Christmas Is Coming.** Ruth J. Morehead. Random (134,605)
51. **The Paris Connection (Nancy Drew and Hardy Boys Supermystery #6).** Carolyn Keene. Pocket Books
52. **Karen's Prize (BSLS #11).** Ann M. Martin. Scholastic (132,800)
53. **Dick Tracy.** Peter Lerangis. Western (132,484)
54. **False Impressions (Nancy Drew #43).** Carolyn Keene. Pocket Books
55. **The Fright Before Christmas.** James Howe. Avon
56. **The Secret of the Indian.** Lynne Reid Banks. Avon
57. **Wayside School Is Falling Down.** Louis Sachar. Avon
58. **The Ghost in the Graveyard (SVT Super Chiller #2).** Francine Pascal. Bantam
59. **A Date with Deception (Nancy Drew #48).** Carolyn Keene. Pocket Books
60. **A Model Crime (Nancy Drew #51).** Carolyn Keene. Pocket Books
61. **Karen's Wish (BSLS #14).** Ann M. Martin. Scholastic (120,000)
62. **Portrait in Crime (Nancy Drew #49).** Carolyn Keene. Pocket Books
63. **The Wrong Number.** R. L. Stine. Pocket Books
64. **Buried in Time (Nancy Drew and Hardy Boys Supermystery #7).** Carolyn Keene. Pocket Books
65. **Flirting with Danger (Nancy Drew #47).** Carolyn Keene. Pocket Books
66. **Scent of Danger (Nancy Drew #44).** Carolyn Keene. Pocket Books
67. **Just Me and My Mom.** Mercer Mayer. Western (115,522)
68. **Deep Secrets (Nancy Drew #50).** Carolyn Keene. Pocket Books
69. **Out of Bounds (Nancy Drew #45).** Carolyn Keene. Pocket Books
70. **Face Off (Girl Talk #2).** L. E. Blair. Western (111,920)
71. **Dick Tracy in Hot Water.** Jim Razzi, illus. by Fred Carillo and Diana Wakeman. Western (108,435)
72. **Danger for Hire (Nancy Drew #52).** Carolyn Keene. Pocket Books
73. **Dead Season (Hardy Boys #35).** Franklin W. Dixon. Pocket Books
74. **Dick Tracy on the Trail of the Blank.** Andrew Gutelle, illus. by Fred Carillo and Diana Wakeman. Western (104,314)
75. **Win, Place or Die (Nancy Drew #46).** Carolyn Keene. Pocket Books
76. **Strategic Moves (Hardy Boys #43).** Franklin W. Dixon. Pocket Books
77. **Trail of Lies ((Nancy Drew #53).** Carolyn Keene. Pocket Books
78. **Just Going to the Dentist.** Mercer Mayer. Western (102,850)
79. **Henry and Beezus.** Beverly Cleary, illus. by Louis Darling. Avon
80. **Henry and the Clubhouse.** Beverly Cleary. Avon
81. **Henry and Ribsy.** Beverly Cleary. Avon
82. **Henry Huggins.** Beverly Cleary. Avon
83. **Scared Silly.** James Howe. Avon
84. **Teenage Mutant Ninja Turtles Boxed Set.** Dave Morris. Dell (100,000)

HARDCOVER BACKLIST BESTSELLERS

150,000+

1. **The Great Waldo Search.** Martin Handford. Little, Brown, 1989 (967,182)
2. **Where's Waldo?** Martin Handford. Little, Brown, 1987 (801,543)
3. **Find Waldo Now!** Martin Handford. Little, Brown, 1988 (753,246)
4. **Green Eggs & Ham.** Dr. Seuss. Random, 1960 (332,143)
5. **Pat the Bunny.** Dorothy Kunhardt. Western, 1942 (286,301)
6. **The Cat in the Hat.** Dr. Seuss. Random, 1957 (268,268)
7. **One Fish, Two Fish.** Dr. Seuss. Random, 1960 (260,934)
8. **Big Bird's Color Game.** Illus. by Tom Cooke. Western, 1980 (248,387)
9. **Hop on Pop.** Dr. Seuss. Random, 1963 (239,630)
10. **Where the Sidewalk Ends.** Shel Silverstein. HarperCollins, 1974 (237,470)
11. **The Giving Tree.** Shel Silverstein. HarperCollins, 1964 (235,468)
12. **Farm Animals.** Phoebe Dunn. Random, 1984 (224,915)
13. **Dr. Seuss' ABC.** Dr. Seuss. Random, 1964 (216,767)
14. **The Magic Locket.** Elizabeth Koda-Callan. Workman, 1988 (211,500)
15. **The Eleventh Hour.** Graeme Base. Abrams, 1989 (206,000)
16. **The Way Things Work.** David Macaulay. Houghton Mifflin, 1988 (202,865)
17. **The Little Engine That Could.** Watty Piper, illus. by George and Doris Hauman. Grosset & Dunlap, 1978 (200,702)
18. **The Polar Express.** Chris Van Allsburg. Houghton Mifflin, 1985 (197,316)
19. **Brown Bear, Brown Bear, What Do You See?** Bill Martin Jr., illus. by Eric Carle. Holt, 1983 (193,235)
20. **The Cat in the Hat Comes Back.** Dr. Seuss. Random, 1958 (185,649)
21. **How the Grinch Stole Christmas.** Dr. Seuss. Random, 1957 (182,855)
22. **In and Out, Up and Down.** Illus. by Michael Smollin. Random, 1982 (179,867)
23. **Are You My Mother?** P. D. Eastman. Random, 1960 (178,663)
24. **The Light in the Attic.** Shel Silverstein. HarperCollins, 1981 (169,820)
25. **Fox in Sox.** Dr. Seuss. Random, 1965 (163,023)
26. **Goodnight Moon.** Margaret Wise Brown, illus. by Clement Hurd. HarperCollins, 1947 (161,797)
27. **Go, Dog. Go!** P. D. Eastman. Random, 1961 (152,149)
28. **I Can Read with My Eyes Shut.** Dr. Seuss. Random, 1968 (150,005)

100,000+

29. **Baby's First Words.** Photos by Lars Wik. Random, 1985 (147,479)
30. **Disney Babies A to Z.** Margo Lundell, illus. by Darrell Baker. Western, 1989 (146,725)
31. **Ernie and Bert Can...Can You?** Illus. by Michael Smollin. Random, 1982 (146,713)
32. **The Very Hungry Caterpillar.** Eric Carle. Philomel, 1981 (140,158)
33. **Winnie-the-Pooh All Year Long.** Walt Disney Co. Western, 1981 (138,092)
34. **Honey Rabbit.** Margo Hopkins, illus. by Cyndy Szekeres. Western, 1982 (137,787)
35. **The Very Hungry Caterpillar (mini-edition).** Eric Carle. Philomel, 1986 (135,971)
36. **My Goodnight Book.** Eloise Wilkin. Western, 1981 (134,562)
37. **Baby's Animal Friends.** Phoebe Dunn. Random, 1988 (128,044)
38. **Oh! The Thinks You Can Think!** Dr. Seuss. Random, 1975 (125,322)
39. **Walt Disney's Cinderella.** Walt Disney Co. Western, 1986 (125,322)
40. **I Am *Not* Going To Get Up Today!** Dr. Seuss, illus. by James Stevenson. Random, 1987 (123,586)
41. **Walt Disney's Snow White.** Walt Disney Co. Western, 1986 (120,973)
42. **If You Give a Mouse a Cookie.** Laura Numeroff, illus. by Felicia Bond. HarperCollins, 1985 (120,460)
43. **Baby Donald's Busy Play Group.** Illus. by Darrell Baker. Western, 1988 (119,954)
44. **The Children's Bible.** Western, 1965 (115,325)
45. **The Jolly Postman.** Janet and Allan Ahlberg. Little, Brown, 1986 (111,736)
46. **Muppet Babies ABC.** Henson Associates, illus. by Sue Venning. Western, 1984 (108,909)
47. **Big Bird Can Share.** Dina Anastisio, illus. by Tom Leigh. Western, 1985 (108,155)
48. **Walt Disney's Storyland.** Walt Disney Co. Western, 1982 (106,370)
49. **Sesame Street Fire Trucks.** Illus. by Joe Mathieu. Random, 1988 (105,314)

75,000+

50. **Who Am I?** Illus. by Norman Chartier. Western, 1978 (99,869)
51. **Walt Disney's Peter Pan.** Walt Disney Co. Western, 1989 (99,785)
52. **Trucks in the Neighborhood.** Illus. by Joe Mathieu. Random, 1988 (98,806)
53. **Lowly Worm's Word Book.** Richard Scarry. Random, 1981 (98,380)
54. **Oh, Say Can You Say?** Dr. Seuss. Random, 1979 (95,689)
55. **The Little Quiet Book.** Katharine Ross, illus. by Jean Hirashima. Random, 1989 (94,939)

"Cowabunga, dude!" Popular series and licensed characters continue to ride high on the wave of success.

56. **Walt Disney's Bambi.** Walt Disney Co. Western, 1986 (94,388)
57. **Richard Scarry's Best Word Book Ever.** Richard Scarry. Western, 1963 (93,973)
58. **My Book About Me.** Dr. Seuss. Random, 1969 (92,318)
59. **Baby's ABC.** Photos by Anita and Steve Shevett. Random, 1986 (91,770)
60. **The Little Noisy Book.** Katharine Ross, illus. by Jean Hirashima. Random, 1989 (89,234)
61. **Lon Po Po: A Red-Riding Hood Story from China.** Trans. and illus. by Ed Young. Philomel, 1989 (87,432)
62. **Big Bird's Mother Goose.** Random, 1984 (86,996)
63. **The Touch Me Book.** Pat and Eve Witte, illus. by Harlow Rockell. Western, 1961 (85,910)
64. **How Many Bugs in a Box?** David Carter. Simon & Schuster, 1988 (85,000)
65. **Ernie Gets Lost.** Liza Alexander, illus. by Tom Cooke. Western, 1985 (84,470)
66. **It's Not Easy Being a Bunny.** Marilyn Sadler, illus. by Roger Bollen. Random, 1983 (84,363)
67. **Nothing to Do.** Liza Alexander, illus. by Tom Cooke. Western, 1988 (83,212)
68. **Good Dog, Carl.** Alexandra Day. Green Tiger, 1985 (83,000)
69. **The Macmillan Dictionary for Children.** Macmillan, 1989 (82,476)
70. **Sleeping Beauty.** Walt Disney Co. Western, 1986 (82,423)
71. **Ten Little Puppy Dogs.** Lisa McCue. Random, 1987 (82,123)
72. **Number the Stars.** Lois Lowry. Houghton Mifflin, 1989 (78,932)
73. **Where's Spot?** Eric Hill. Putnam, 1980 (77,905)
74. **Carl Goes Shopping.** Alexandra Day. Farrar, Straus & Giroux, 1989 (77,206)
75. **Scared of the Dark.** Liza Alexander, illus. by Tom Cooke. Western, 1986 (76,358)
76. **Peek-a-Boo! I See You!** Joan Phillips, illus. by Kathy Wilburn. Grosset & Dunlap, 1983 (76,166)
77. **Bert and the Broken Teapot.** Tish Sommers, illus. by Diane Hearn. Western, 1985 (75,764)

PAPERBACK BACKLIST BESTSELLERS

200,000+

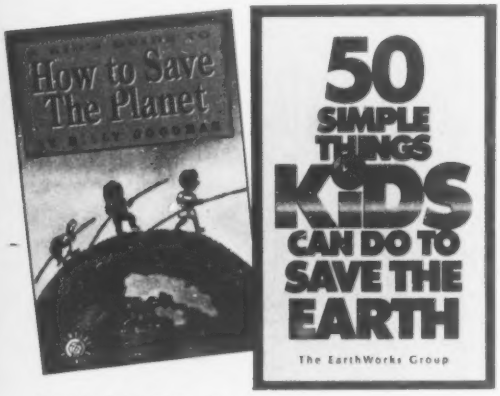
1. **Charlotte's Web.** E. B. White. HarperCollins, 1974 (513,471)
2. **Where the Wild Things Are.** Maurice Sendak. HarperCollins, 1988 (353,256)
3. **The Night Before Christmas.** Clement C. Moore, illus. by Douglas Gorsline. Random, 1975 (348,099)
4. **The Berenstain Bears Get the Gimmies.** Stan and Jan Berenstain. Random, 1988 (338,821)
5. **The Berenstain Bears Meet Santa Bear.** Stan and Jan Berenstain. Random, 1984 (335,502)
6. **The Story of the Nutcracker Ballet.** Deborah Hautzig, illus. by Diane Goode. Random, 1986 (305,407)
7. **The Berenstain Bears and Too Much Junk Food.** Stan and Jan Berenstain. Random, 1985 (302,330)
8. **The Berenstain Bears and Too Much Television.** Stan and Jan Berenstain. Random, 1984 (301,892)
9. **A Wrinkle in Time.** Madeleine L'Engle. Dell, 1976 (292,716)
10. **The Berenstain Bears Go Out for the Team.** Stan and Jan Berenstain. Random, 1987 (289,555)
11. **The Berenstain Bears and Too Much Vacation.** Stan and Jan Berenstain. Random, 1989 (283,629)
12. **Bridge to Terabithia.** Katherine

Paterson. HarperCollins, 1987 (280,707)
13. **The Berenstain Bears Learn About Strangers.** Stan and Jan Berenstain. Random, 1985 (279,425)
14. **Where the Red Fern Grows.** Wilson awls. Bantam, 1985
15. **Sarah, Plain and Tall.** Patricia MacLachlan. HarperCollins, 1987 (274,908)
16. **The Berenstain Bears: No Girls Allowed.** Stan and Jan Berenstain. Random, 1986 (272,891)
17. **Roll of Thunder, Hear My Cry.** Mildred D. Taylor. Bantam, 1985
18. **The Berenstain Bears and the Week at Grandma's.** Stan and Jan Berenstain. Random, 1986 (259,447)
19. **The Berenstain Bears and the Messy Room.** Stan and Jan Berenstain. Random, 1983 (255,441)
20. **The Outsiders.** S. E. Hinton. Dell, 1968 (255,344)
21. **The Berenstain Bears and the Truth.** Stan and Jan Berenstain. Random, 1983 (248,977)
22. **The Berenstain Bears Forget Their Manners.** Stan and Jan Berenstain. Random, 1985 (244,491)
23. **Hatchet.** Gary Paulsen. Puffin, 1988 (243,898)
24. **The Berenstain Bears and the Ghost of the Forest.** Stan and Jan Berenstain. Random, 1988 (234,206)
25. **The Berenstain Bears and the Trouble with Friends.** Stan and Jan Berenstain. Random, 1987 (230,985)
26. **Goodnight Moon.** Margaret Wise Brown, illus. by Clement Hurd. HarperCollins, 1977 (227,008)
27. **The Berenstain Bears and the In-Crowd.** Stan and Jan Berenstain. Random, 1989 (226,709)
28. **Kristy's Great Idea (BSC #1).** Ann M. Martin. Scholastic, 1986 (223,000)
29. **The Berenstain Bears Go to School.** Stan and Jan Berenstain. Random, 1978 (221,629)
30. **The Berenstain Bears in the Dark.** Stan and Jan Berenstain. Random, 1982 (220,242)
31. **Claudia and the Phantom (BSC #2).** Ann M. Martin. Scholastic, 1986 (219,100)
32. **The Berenstain Bears and Too Much Birthday.** Stan and Jan Berenstain. Random, 1986 (215,922)
33. **Dear Mr. Henshaw.** Beverly Cleary. Dell, 1984 (215,916)
34. **The Berenstain Bears and the Double Dare.** Stan and Jan Berenstain. Random, 1988 (214,023)
35. **More Scary Stories to Tell in the Dark.** Alvin Schwartz. HarperCollins, 1986 (212,260)
36. **The Berenstain Bears and the Bad Habit.** Stan and Jan Berenstain. Random, 1987 (212,226)
37. **The Berenstain Bears Visit the Dentist.** Stan and Jan Berenstain. Random, 1981 (212,184)
38. **The Berenstain Bears' New Baby.** Stan and Jan Berenstain. Random, 1974 (211,600)
39. **Tales of a Fourth Grade Nothing.** Judy Blume. Dell, 1976 (206,688)
40. **The Berenstain Bears Go to Camp.** Stan and Jan Berenstain. Random, 1982 (205,150)
41. **The Berenstain Bears and the Bad Dream.** Stan and Jan Berenstain. Random, 1988 (203,092)
42. **The Berenstain Bears Trick or Treat.** Stan and Jan Berenstain. Random, 1989 (203,073)
43. **The Cay.** Theodore Taylor. Avon, 1979
44. **The Indian in the Cupboard.** Lynne Reid Banks. Avon, 1982

100,000+

45. **The Christmas Story with Ruth J. Morehead's Holly Babes.** Ruth J. Morehead. Random, 1986 (197,871)
46. **The Lion, the Witch and the Wardrobe.** C. S. Lewis. Collier, 1970 (193,234)
47. **Little House in the Big Woods.** Laura Ingalls Wilder. HarperCollins, 1971 (192,075)
48. **Julie of the Wolves.** Jean Craighead George. HarperCollins, 1989 (190,625)
49. **James and the Giant Peach.** Roald Dahl. Puffin, 1988 (190,538)
50. **Just Shopping with Mom.** Mercer Mayer. Western, 1989 (188,362)
51. **The Berenstain Bears Get in a Fight.** Stan and Jan Berenstain. Random, 1982 (187,258)
52. **Alexander and the Terrible, Horrible, No Good, Very Bad Day.** Judith Viorst, illus. by Ray Cruz. Aladdin, 1987 (187,241)
53. **Ramona Quimby, Age 8.** Beverly Cleary. Dell, 1982 (186,672)
54. **The Witch of Blackbird Pond.** Elizabeth George Speare. Dell, 1972 (185,360)
55. **Johnny Tremain.** Esther Forbes. Dell, 1969 (185,068)
56. **The Truth About Stacey (BSC #3).** Ann M. Martin. Scholastic, 1986 (183,400)
57. **I Was So Mad!** Mercer Mayer. Western, 1985 (176,718)
58. **Superfudge.** Judy Blume. Dell, 1981 (175,164)
59. **The Berenstain Bears' Trouble at School.** Stan and Jan Berenstain. Random, 1987 (175,150)
60. **The Berenstain Bears Go to the Doctor.** Stan and Jan Berenstain. Random, 1981 (170,465)
61. **The Boxcar Children (Boxcar Children #1).** Gertrude Chandler Warner. Whitman, 1989 (169,881)
62. **Just Go to Bed.** Mercer Mayer. Western, 1985 (168,353)
63. **Mary Anne Saves the Day (BSC #4).** Ann M. Martin. Scholastic, 1987 (167,600)
64. **Stone Fox.** John R. Gardiner. HarperCollins, 1983 (166,904)
65. **The Story of Christmas.** Paul Fehlner. Western, 1989 (166,261)
66. **How to Eat Fried Worms.** Thomas Rockwell. Dell, 1953 (166,248)
67. **Mary Anne and the Great Romance (BSC #30).** Ann M. Martin. Scholastic, 1989 (165,900)
68. **When I Get Bigger.** Mercer Mayer. Western, 1985 (162,975)
69. **Bea and Mrs. Jones.** Amy Schwartz. Puffin, 1983 (162,589)
70. **Little House on the Prairie.** Laura Ingalls Wilder. HarperCollins, 1971 (161,463)
71. **The Berenstain Bears' Moving Day.** Stan and Jan Berenstain. Random, 1981 (159,546)
72. **The Berenstain Bears Blaze a Trail.** Stan and Jan Berenstain. Random, 1987 (159,232)
73. **The Berenstain Bears' Trouble With Money.** Stan and Jan Berenstain. Random, 1983 (157,006)
74. **The Best Christmas Pageant Ever.** Barbara Robinson. HarperCollins, 1988 (152,557)
75. **I Just Forgot!** Mercer Mayer. Western, 1988 (150,811)
76. **The Berenstain Bears and Mama's New Job.** Stan and Jan Berenstain. Random, 1984 (149,905)
77. **All by Myself.** Mercer Mayer. Western, 1985 (149,390)
78. **The Berenstain Bears and the Big Road Race.** Stan and Jan Berenstain. Random, 1987 (148,998)
79. **Merry Christmas, Mom and Dad.** Mercer Mayer. Western, 1982 (148,962)
80. **The Day of the Dinosaur.** Stan and Jan Berenstain, illus. by Michael Berenstain. Random, 1987 (147,177)
81. **The Runaway Bunny.** Margaret Wise Brown, illus. by Clement Hurd. HarperCollins, 1977 (146,968)
82. **Corduroy.** Don Freeman. Puffin, 1976 (146,433)
83. **Frog and Toad Are Friends.** Arnold Lobel. HarperCollins, 1979 (145,958)
84. **The Berenstain Bears and the Sitter.** Stan and Jan Berenstain. Random, 1981 (144,296)
85. **Summer of the Swans** by Betsy Byars. Puffin, 1981 (143,786)
86. **Mallory and the Mystery Diary (BSC #29).** Ann M. Martin. Scholastic, 1989 (141,800)
87. **Baby-sitters on Board (Super Special #1).** Ann M. Martin. Scholastic, 1988 (140,700)
88. **Stuart Little.** E. B. White. HarperCollins, 1974 (140,360)
89. **The Berenstain Bears Get Stage Fright.** Stan and Jan Berenstain. Random, 1986 (139,108)
90. **Chocolate Touch.** Margot Apple. Bantam, 1986
91. **The Velveteen Rabbit.** Margery Williams, illus. by Florence Graham. Grosset & Dunlap, 1987 (138,285)

92. **The Little Mermaid.** Adapted by Freya Littledale, illus. by Daniel San Souci. Scholastic, 1986 (138,100)
93. **Tuck Everlasting.** Natalie Babbitt. Farrar, Straus & Giroux, 1985 (138,085)
94. **The New Baby.** Mercer Mayer. Western, 1985 (137,854)
95. **My Side of the Mountain.** Jean Craighead George. Puffin, 1988 (136,607)
96. **The Easy-to-Read Little Engine That Could.** Watty Piper, illus. by Mateu. Grosset & Dunlap, 1986 (135,953)



***Timely book topics** like environmental conservation and world peace were well received in 1990.*

97. **Are You There, God? It's Me, Margaret.** Judy Blume. Dell, 1979 (135,396)
98. **Baby Sister Says No.** Mercer Mayer. Western, 1987 (134,950)
99. **Just Me and My Dad.** Mercer Mayer. Western, 1977 (134,098)
100. **A Day No Pigs Would Die.** Robert Newton Peck. Dell, 1979 (134,088)
101. **Surprise Island (Boxcar Children #2).** Gertrude Chandler Warner. Whitman, 1989 (131,136)
102. **Frog and Toad Together.** Arnold Lobel. HarperCollins, 1979 (130,771)
103. **A Visit to the Sesame Street Fire House.** Dan Elliott, illus. by Joe Mathieu. Random, 1983 (129,046)
104. **Dawn and the Impossible Three (BSC #5).** Ann M. Martin. Scholastic, 1987 (125,900)
105. **Charlie and the Chocolate Factory.** Roald Dahl. Puffin, 1988 (125,078)
106. **The Light in the Forest.** Conrad Richter. Bantam, 1985
107. **Remember Me.** Christopher Pike. Pocket Books, 1989
108. **Just Me and My Puppy.** Mercer Mayer. Western, 1985 (124,533)
109. **Freckle Juice.** Judy Blume. Dell, 1978 (122,724)
110. **Scary Stories to Tell in the Dark.** Alvin Schwartz. HarperCollins, 1986 (122,291)
111. **The Berenstain Bears: Ready, Get Set, Go.** Stan and Jan Berenstain. Random, 1988 (122,167)
112. **The Bird Book and Bird Feeder.** Neil and Karen Dawe. Workman, 1988 (122,000)
113. **The Berenstain Bears on the Job.** Stan and Jan Berenstain. Random, 1987 (120,767)
114. **Ghost at Dawn's House (BSC #9).** Ann M. Martin. Scholastic, 1987 (119,400)
115. **On the Banks of Plum Creek.** Laura Ingalls Wilder. HarperCollins, 1971 (119,081)
116. **Ramona the Pest.** Beverly Cleary. Dell, 1982 (119,256)
117. **Amelia Bedelia.** Peggy Parish. HarperCollins, 1983 (118,286)
118. **Boy Crazy Stacey (BSC #8).** Ann M. Martin. Scholastic, 1987 (117,900)
119. **The Chronicles of Narnia (boxed set).** C. S. Lewis. Collier, 1970 (116,943)
120. **Kristy's Big Day (BSC #6).** Ann M. Martin. Scholastic, 1987 (116,200)
121. **Just As Long As We're Together.** Judy Blume. Dell, 1988 (114,312)
122. **The Cricket in Times Square.** George Selden, illus. by Garth Williams. Dell, 1970 (113,409)
123. **The Great Gilly Hopkins.** Katherine Paterson. HarperCollins, 1987 (113,059)
124. **Me Too!** Mercer Mayer. Western, 1985 (111,867)
125. **Baby-sitters Summer Vacation (Super Special #2).** Ann M. Martin. Scholastic, 1989 (111,700)
126. **There's a Boy in the Girls' Bathroom.** Louis Sachar. Knopf, 1988 (110,882)
127. **Just My Friend and Me.** Mercer Mayer. Western, 1988 (110,708)
128. **Kristy and the Snobs (BSC #11).** Ann M. Martin. Scholastic, 1988 (110,300)
129. **The Chocolate War.** Robert Cormier. Dell, 1975 (109,788)
130. **Claudia and Mean Janine (BSC #7).** Ann M. Martin. Scholastic, 1987 (109,300)
131. **Just Grandpa and Me.** Mercer Mayer. Western, 1985 (108,750)
132. **Just a Daydream.** Mercer Mayer. Western, 1989 (108,509)
133. **500 Words to Grow On.** Harry McNaught. Random, 1973 (108,044)
134. **Yellow House Mystery (Boxcar Children #3).** Gertrude Chandler Warner. Whitman, 1989 (107,506)
135. **Jessi and the Superbrat (BSC #27).** Ann M. Martin. Scholastic, 1989 (107,200)
136. **The Berenstain Bears and the Missing Honey.** Stan and Jan Berenstain. Random, 1987 (106,731)
137. **Farmer Boy.** Laura Ingalls Wilder. HarperCollins, 1971 (106,687)
138. **From the Mixed-up Files of Mrs. Basil E. Frankweiler.** E. L. Konigsburg. Dell, 1977 (106,000)
139. **Just Grandma and Me.** Mercer Mayer. Western, 1983 (105,344)
140. **Logan Likes Mary Anne (BSC #10).** Ann M. Martin. Scholastic, 1988 (104,700)
141. **That Was Then, This Is Now.** S. E. Hinton. Dell, 1972 (104,000)
142. **Sadako and the Thousand Paper Cranes.** Eleanor Coerr. Dell, 1979 (103,992)
143. **The Little Prince.** Antoine de St.-Exupéry. HBJ, 1968 (103,558)
144. **A Visit to the Sesame Street Library.** Deborah Hautzig, illus. by Joe Mathieu. Random, 1986 (102,940)
145. **Sounder.** William H. Armstrong. HarperCollins, 1972 (102,843)
146. **Wump World.** Bill Peet. Houghton Mifflin, 1981 (102,665)
147. **Ramona Forever.** Beverly Cleary. Dell, 1985 (102,120)
148. **Karen's Witch (BSLS #1).** Ann M. Martin. Scholastic, 1988 (102,000)
149. **The Mouse and the Motorcycle.** Beverly Cleary. Dell, 1980 (102,000)
150. **Chocolate Fever.** Robert Kimmel Smith. Dell, 1978 (101,543)
151. **Dawn on the Coast (BSC #23).** Ann M. Martin. Scholastic, 1989 (101,300)
152. **Big Bird's Bedtime Story Book.** Rick Wetzel and Maggie Swanson. Random, 1987 (101,278)
153. **Just Me and My Little Sister.** Mercer Mayer. Western, 1986 (101,067)
154. **On My Honor.** Marion Dane Bauer. Dell, 1987 (101,000)
155. **Ramona the Brave.** Beverly Cleary. Dell, 1984 (100,848)
156. **Mystery Ranch (Boxcar Children #4).** Gertrude Chandler Warner. Whitman, 1989 (100,731)
157. **Danny, the Champion of the World.** Roald Dahl. Puffin, 1988 (100,559)
158. **The Long Winter.** Laura Ingalls Wilder. HarperCollins, 1971 (100,513)
159. **Just for You.** Mercer Mayer. Western, 1977 (100,083)
160. **Bunnicula.** James Howe. Avon, 1980
161. **The Celery Stalks at Midnight.** James Howe. Avon, 1984
162. **Chain Letter.** Christopher Pike. Avon, 1986
163. **Howliday Inn.** James Howe. Avon, 1983
164. **Nighty-Nightmare.** James Howe. Avon, 1988
165. **No Boys Allowed! (Camp Sunnyside #1).** Marilyn Kaye. Avon, 1989
166. **The Return of the Indian.** Lynne Reid Banks. Avon, 1987
167. **Sideways Stories from Wayside School.** Louis Sachar. Avon, 1985 □

Title Output Down, Prices Stable

1990 looks like the third year in a row of fewer titles, and some average prices actually declined

BY CHANDER B. GRANNIS

American book publishers cut down on their title output in 1988 and 1989, and probably in 1990; and they have been keeping their prices in line for the most part, with actual reductions in some categories.

Such are the main conclusions from data compiled for *PW* by the Weekly Record/Book Publishing Record division of R.R. Bowker, with the help of computer-processed catalogue material from the Library of Congress.

As noted in a summary (*PW*, Feb. 8, 1991) of delayed reports for 1989, the total U.S. book output for that year was 53,446, compared with 55,489 for 1988, about 3.6% down. Here we present preliminary 1990 figures (Table 1), showing 38,884 titles recorded by Bowker through

TABLE 1

AMERICAN BOOK TITLE PRODUCTION

CATEGORY	1988 ALL HARD & PAPER	1989 FINAL HARD & TRADE PAPER Books	Editions	Totals	ALL HARD & PAPER	1990 PRELIMINARY HARD & TRADE PAPER Books	Editions	Totals	ALL HARD & PAPER
Agriculture	666	464	94	558	562	348	77	425	425
Art	1,602	1,358	202	1,560	1,569	903	102	1,005	1,014
Biography	2,250	1,855	261	2,116	2,193	1,464	204	1,668	1,709
Business	1,647	1,163	386	1,549	1,569	712	227	939	953
Education	1,113	871	164	1,035	1,054	726	134	860	869
Fiction	5,564	3,131	182	3,313	5,941	2,393	150	2,543	5,010
General Works	2,475	1,937	331	2,263	2,332	1,116	201	1,317	1,354
History	3,260	2,093	438	2,531	2,563	1,532	298	1,830	1,850
Home Economics	1,057	740	161	901	949	508	96	604	640
Juveniles	4,954	4,867	170	5,037	5,413	4,153	220	4,373	4,711
Language	628	454	118	572	586	377	110	487	504
Law	1,343	802	292	1,094	1,096	497	197	694	697
Literature	2,272	1,988	281	2,269	2,298	1,531	173	1,704	1,729
Medicine	3,900	2,765	653	3,418	5,437	1,951	431	2,382	2,412
Music	329	306	67	373	375	195	50	245	250
Philosophy, Psychology	1,955	1,652	298	1,950	2,058	1,172	168	1,340	1,443
Poetry, Drama	1,270	1,053	64	1,117	1,128	695	30	725	728
Religion	2,746	2,306	269	2,575	2,586	1,606	203	1,809	1,820
Science	3,743	2,698	574	3,272	3,288	1,736	352	2,088	2,097
Sociology, Economics	8,247	6,907	1,005	7,912	7,971	5,135	685	5,820	5,866
Sports, Recreation	1,099	801	142	943	1,077	592	98	690	802
Technology	2,694	2,196	477	2,673	2,690	1,267	312	1,579	1,593
Travel	669	515	173	688	901	298	92	390	408
Total	55,483	42,922	6,802	49,724	53,446	30,907	4,610	35,517	38,884

NOTE: Figures for mass market paperbound book production are based on entries in R.R. Bowker's *Paperbound Books in Print*. Other figures are from the *Weekly Record (American Book Publishing Record)* database.

TABLE 2

PAPERBACKS (EXCLUDING MASS MARKET)

CATEGORY	1988 TOTALS	1989 FINAL NEW BOOKS	NEW ED'NS	TOTALS	1990 PRELIMINARY NEW BOOKS	NEW ED'NS	TOTALS
Fiction	481	413	145	558	232	90	322
Nonfiction	16,610	13,083	2,972	16,055	9,248	2,089	11,337
Total	17,091	13,496	3,117	16,613	9,480	2,179	11,659

Jan. 31, 1991. Final 1990 figures should be available by midsummer. The preliminary 1990 total is well below the preliminary 1989 figure of 45,718 (*PW*, Mar. 9, 1990).

Mass market figures are up to date because they are derived directly from Bowker's *Paperbound Books in Print*: the figures in Table 3 are in effect "final." They show that the output jumped in 1989 but fell back in 1990 in all important categories. In trade paperbacks, Table 2, fiction increased in 1989. Imports, Table 4, dropped in 1989 to 7,315 from 8,626, while translations, Table 5, dropped to 1,893 from 2,012.

Some highlights of price trends, showing 1990 averages followed by 1989 averages in parentheses are: Table A, hardcover, $39.90 ($40), including fiction, $20.01 ($18.69); and children's books, an increase of 6 cents. Table A-1, hardcovers priced below $81, overall average $30.97 ($30.08), including fiction, $19.38 ($18.50); juveniles, $12.92 ($12.19). Table C, trade paperbacks, overall, $16.62 ($17.16); fiction $10.95 ($9.87); juveniles, $6.75 ($6.60).

Mass market paperbacks, Table 5, cost just a little more in 1990; overall, $4.47 ($4.32).

Each of the 23 standard subject groups used here represents one or more specific Dewey Decimal Classification numbers, as follows:

Agriculture, 630-639, 712-719; Art, 700-711, 720-779; Biography, 920-929, B; Business, 650-659; Education, 370-379; Fiction; General Works, 000-099; History, 900-909, 930-999; Home Economics, 640-649; Juveniles; Language, 400-499; Law, 340-349; Literature 800-810, 813-820, 823-899; Medicine, 610-619; Music, 780-789; Philosophy, Psychology, 100-199; Poetry, Drama, 811, 812, 821,822; Religion, 200-299; Science, 500-599; Sociology, Economics, 300-339, 350-369, 380-399; Sports, Recreation, 790-799; Technology, 600-609, 620-629, 660-699; Travel, 910-919.

TABLE 3

MASS MARKET PAPERBACKS

CATEGORY	1988 FIN.	1989 FIN.	1990 PREL.
Agriculture	3	4	0
Art	15	9	9
Biography	67	77	41
Business	12	20	14
Education	15	19	9
Fiction	1,956	2,678	2,467
General Works	54	64	17
History	23	32	20
Home Econ.	73	48	36
Juveniles	307	376	338
Language	12	14	17
Law	4	2	3
Literature	34	29	25
Medicine	38	29	30
Music	1	2	5
Philosophy, Psychology	95	108	103
Poetry, Drama	46	11	3
Religion	17	11	11
Science	9	16	9
Sociology, Economics	63	59	46
Sports, Recreation	132	134	112
Technology	28	17	14
Travel	17	13	18
Total	3,021	3,722	3,367

TABLE 4

IMPORTED TITLES

HARD & TRADE PAPER ONLY

CATEGORY	1988 TOTALS	1989 FINAL BOOKS	1989 FINAL ED'NS	1989 FINAL TOTALS	1990 PRELIM. BOOKS	1990 PRELIM. ED'NS	1990 PRELIM. TOTALS
Agriculture	129	90	14	104	50	13	63
Art	154	110	18	128	45	6	51
Biography	190	130	14	144	73	5	78
Business	194	135	17	152	85	12	97
Education	239	221	11	233	190	13	203
Fiction	287	103	16	119	66	12	78
General Works	372	298	24	322	172	23	195
History	509	324	52	376	206	30	236
Home Econ.	36	23	8	31	8	3	11
Juveniles	104	91	10	101	80	6	86
Language	206	162	20	182	134	16	150
Law	191	126	32	156	79	24	103
Literature	330	263	10	275	167	11	178
Medicine	779	625	87	712	387	46	433
Music	74	73	5	78	33	11	44
Philosophy, Psychology	275	331	17	348	224	7	231
Poetry, Drama	224	134	13	147	75	6	81
Religion	162	151	22	173	119	15	134
Science	1,396	1,067	120	1,187	671	85	756
Sociology, Economics	1,825	1,464	111	1,575	996	56	1,052
Sports, Recreation	97	81	13	94	42	4	46
Technology	897	550	88	638	364	47	411
Travel	52	33	6	39	26	2	28
Total	8,626	6,587	728	7,315	4,292	453	4,745

TABLE 5

TRANSLATIONS INTO ENGLISH

HARD & TRADE PAPER ONLY

	ARABIC	CHINESE	DANISH	DUTCH	FINNISH	FRENCH	GERMAN	HEBREW	ITALIAN	JAPANESE	LATIN	NORWEGIAN	RUSSIAN	SPANISH	SWEDISH	YIDDISH	OTHER	TOTALS
1985 Final	8	27	17	40	5	416	369	29	92	59	30	13	182	86	28	15	N/A	1,412
1986 Final	29	29	26	48	3	485	470	45	110	116	36	9	185	93	26	11	N/A	1,791
1987 Final	33	39	24	45	3	580	486	45	115	65	38	16	245	130	36	9	N/A	1,908
1988 Final	27	34	23	49	5	570	501	45	129	95	43	12	256	162	47	14	N/A	2,012
1989 Final	45	26	49	33	3	442	453	56	142	84	38	12	251	121	36	12	N/A	1,893
1990 Prelim.	20	40	23	34	8	321	202	24	68	61	23	6	145	102	29	5	N/A	1,105

NOTE: "Total" covers only the languages listed here.

TABLE A

HARDCOVER AVERAGE PER-VOLUME PRICES

CATEGORY	1977 PRICES	1988 PRICES	1989 FINAL VOLS.	1989 FINAL $ TOTAL	1989 FINAL PRICES	1990 PRELIMINARY VOLS.	1990 PRELIMINARY $ TOTAL	1990 PRELIMINARY PRICES
Agriculture	$16.24	$49.36	387	$19,801.59	$51.05	301	$15,915.48	$52.87
Art	21.24	39.96	941	47,332.14	50.30	625	25,733.06	41.17
Biography	15.34	25.99	1,485	40,598.34	27.34	1,192	32,775.69	27.49
Business	18.00	37.51	922	34,979.57	37.94	605	27,335.97	45.18
Education	12.95	33.55	534	20,086.59	37.62	474	18,195.29	38.38
Fiction	10.09	17.63	2,236	41,781.74	18.69	1,734	34,707.31	20.01
General Works	30.99	50.35	1,257	62,514.63	49.73	815	44,884.17	55.07
History	17.12	33.44	1,747	66,292.25	37.95	1,213	43,186.47	35.60
Home Economics	11.16	21.38	458	10,153.64	22.17	298	7,257.33	24.35
Juveniles	6.65	11.79	4,040	52,548.78	13.01	3,434	44,916.58	13.07
Language	14.96	40.42	297	14,063.96	47.35	242	9,300.37	38.43
Law	25.04	50.85	767	44,960.01	58.62	477	26,278.67	55.09
Literature	15.78	30.85	1,421	46,522.81	32.74	1,118	39,136.47	35.00
Medicine	24.00	66.59	2,455	171,519.32	69.87	1,767	119,195.39	67.45
Music	20.13	36.95	254	10,600.63	41.73	161	6,648.70	41.29
Philosophy, Psychology	14.43	34.75	1,158	42,330.09	36.55	837	33,188.88	39.65
Poetry, Drama	13.63	28.02	574	17,863.46	31.12	407	12,546.05	30.86
Religion	12.26	26.73	1,082	30,426.32	28.12	782	24,454.76	31.27
Science	24.88	66.91	2,341	161,294.00	68.90	1,570	112,226.79	71.48
Sociology, Economics	29.88	37.25	4,987	205,761.97	41.26	3,768	155,429.66	41.24
Sports, Recreation	12.28	27.33	476	14,005.76	29.46	330	9,925.97	30.07
Technology	23.61	65.26	1,902	135,113.90	71.04	1,174	88,970.41	75.78
Travel	18.44	26.22	239	7,497.26	31.37	144	4,300.68	29.86
Total	$19.22	$39.00	31,960	$1,298,048.76	$40.61	23,468	936,528.15	$39.90

TABLE A 1

HARDCOVER AVERAGE PER-VOLUME PRICES—LESS THAN $81

CATEGORY	1987 PRICES	1988 PRICES	1989 FINAL VOLS.	1989 FINAL $ TOTAL	1989 FINAL PRICES	1990 PRELIMINARY VOLS.	1990 PRELIMINARY $ TOTAL	1990 PRELIMINARY PRICES
Agriculture	$32.44	$32.43	310	$10,558.34	$ 34.06	249	$ 8,501.48	$34.14
Art	33.07	33.85	886	33,438.34	37.74	594	21,965.91	36.97
Biography	22.75	23.81	1,447	35,991.57	23.49	1,168	29,527.24	25.28
Business	30.48	32.91	883	30,033.77	34.01	578	20,807.97	35.99
Education	29.37	32.03	524	19,142.64	36.53	463	17,051.34	36.82
Fiction	17.02	17.82	2,232	41,292.34	18.50	1,724	33,414.41	19.38
General Works	34.22	36.77	1,126	42,703.62	37.93	710	29,376.82	41.37
History	29.58	30.71	1,701	54,367.25	31.96	1,183	39,288.96	33.21
Home Economics	19.23	21.06	454	9,807.64	21.60	294	6,678.83	22.71
Juveniles	11.29	11.84	4,039	49,243.50	12.19	3,430	44,316.73	12.92
Language	33.26	35.06	262	9,106.61	34.76	227	7,798.64	34.35
Law	37.40	37.78	614	23,762.11	38.70	389	15,416.77	39.63
Literature	28.97	29.58	1,406	43,266.96	30.77	1,099	36,676.47	33.37
Medicine	38.33	49.79	1,684	67,723.14	40.22	1,245	51,062.13	41.01
Music	31.92	35.54	239	8,484.98	35.50	152	5,731.75	37.70
Philosophy, Psychology	31.48	32.78	1,117	37,307.54	33.40	788	27,875.77	35.37
Poetry, Drama	24.99	27.10	556	15,471.96	27.83	400	11,746.05	29.36
Religion	23.09	26.10	1,063	28,434.57	26.75	764	22,604.96	29.58
Science	43.02	51.86	1,944	71,545.04	36.80	1,065	48,071.73	45.13
Sociology, Economics	31.65	34.99	4,798	170,339.14	35.50	3,618	135,197.21	37.36
Sports, Recreation	23.32	24.45	469	12,852.26	27.40	327	9,498.47	29.04
Technology	41.68	53.45	1,337	59,084.88	44.19	789	36,123.51	45.78
Travel	24.45	24.87	231	6,156.26	26.65	143	4,165.68	29.13
Total	$28.96	$31.23	29,322	$880,114.46	$30.08	21,399	$662,898.83	$30.97

TABLE B

MASS MARKET PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1988	1989 FINAL			1990 PRELIMINARY		
	PRICES	VOLS.	$ TOTAL	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$ 4.32	...4	$ 33.80	$ 8.45	0	$ 0	$ 0
Art	10.35	9	106.55	11.83	9	124.55	13.84
Biography	6.20	77	496.05	6.44	41	282.15	6.88
Business	7.55	20	178.50	8.93	14	107.85	7.70
Education	7.19	19	160.05	8.42	9	57.55	6.39
Fiction	3.97	2,628	9,924.15	3.78	2,462	9,897.40	4.02
General Works	6.92	64	450.75	7.04	37	256.80	6.94
History	6.56	32	203.70	6.37	20	115.20	5.76
Home Economics	6.27	48	345.80	7.20	34	232.95	6.85
Juveniles	3.18	376	1,197.85	3.19	337	1,222.30	3.63
Language	6.01	14	76.85	5.49	17	91.15	5.36
Law	4.59	2	13.90	6.95	3	19.85	6.61
Literature	5.44	29	176.85	6.10	25	168.20	6.73
Medicine	6.72	29	235.20	8.11	30	244.60	8.15
Music	2.95	2	13.45	6.73	5	23.75	4.75
Philosophy, Psychology	6.11	108	549.45	5.09	103	556.80	5.41
Poetry, Drama	3.29	11	59.80	5.44	3	14.85	4.95
Religion	4.76	11	69.60	6.96	11	82.55	7.51
Science	5.46	16	159.86	9.99	9	82.55	9.17
Sociology, Economics	5.82	59	369.00	6.24	46	309.20	6.72
Sports, Recreation	5.87	134	758.10	5.66	111	585.05	5.27
Technology	18.16	17	356.15	20.95	14	348.30	24.88
Travel	10.95	13	129.35	9.95	18	200.10	11.12
Total	$4.55	3,722	$16,063.15	$4.32	3,358	$15,023.70	$4.47

TABLE C

TRADE PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1987	1988	1989 FINAL			1990 PRELIMINARY		
	PRICES	PRICES	VOLS.	$ TOTAL	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$ 5.01	$17.14	155	$ 2,556.62	$16.49	114	$ 1,831.18	$ 16.06
Art	6.27	15.65	585	9,985.51	17.07	361	6,325.96	17.52
Biography	4.91	11.12	601	6,863.59	11.42	449	5,781.33	12.87
Business	7.09	19.43	533	11,347.10	21.29	321	5,853.44	18.23
Education	5.72	15.64	461	8,667.37	18.80	369	7,111.73	19.27
Fiction	4.20	10.07	1,026	10,124.65	9.87	760	8,329.15	10.95
General Works	6.18	23.85	912	24,571.91	26.94	482	13,962.14	28.96
History	5.81	13.88	791	12,412.16	15.69	579	10,190.55	17.60
Home Economics	4.77	11.61	422	5,104.22	12.10	304	3,934.74	12.94
Juveniles	2.68	6.13	941	6,249.32	6.64	844	5,704.64	6.75
Language	7.79	15.50	231	4,163.03	18.02	230	3,686.23	16.02
Law	10.66	24.73	291	6,927.56	23.81	205	4,538.42	22.13
Literature	5.18	13.33	726	10,767.35	14.83	560	8,534.82	15.24
Medicine	7.63	19.74	841	18,713.70	22.25	574	12,857.42	22.39
Music	6.36	14.54	110	2,029.23	18.45	80	1,430.15	17.87
Philosophy, Psychology	5.57	13.72	723	10,890.87	15.06	484	7,203.79	14.88
Poetry, Drama	4.71	10.36	518	5,686.15	10.98	303	3,654.68	12.06
Religion	3.68	9.99	1,434	15,867.07	11.06	1,006	11,937.84	11.86
Science	8.81	23.76	744	20,191.75	27.14	479	12,452.70	25.99
Sociology, Economics	6.03	16.69	2,584	52,523.69	20.33	1,942	36,832.14	18.96
Sports, Recreation	4.87	12.26	446	5,957.84	13.36	353	4,671.79	13.23
Technology	7.97	23.93	678	19,419.82	28.64	386	9,993.23	25.88
Travel	5.21	11.73	442	6,944.90	15.71	245	3,196.55	13.04
Total	$5.93	$15.01	16,195	$277,965.41	$17.16	11,430	$190,014.62	$ 16.62

TABLE D

THREE CLOTH CATEGORIES—*PW* ANNOUNCEMENT FALL ADS

NOVELS*	AVG.	MED.
1990—136 vols./35 pubs.	$19.84	$19.95
1989—187 vols./20 pubs.	$15.88	$18.95
1988—209 vols./39 pubs.	$18.48	$18.95
1987—198 vols./42 pubs.	$17.90	$16.95
1986—305 vols./53 pubs.	$17.13	$16.95
1985—219 vols./49 pubs.	$16.53	$16.95
1984—172 vols./42 pubs.	$16.46	$15.95

*Not Mystery, Western, SF, Light Romances

BIOGRAPHY**	AVG.	MED.
1990—135 vols./62 pubs.	$26.04	$24.95
1989—133 vols./61 pubs.	$22.64	$19.95
1988—132 vols./55 pubs.	$25.29	$22.50
1987—115 vols./64 pubs.	$25.30	$19.95
1986—125 vols./53 pubs.	$22.28	$19.95
1985—137 vols./60 pubs.	$22.09	$19.50
1984—134 vols./60 pubs.	$21.75	$18.95

**Includes Letters, Diaries, Memoirs

HISTORY***	AVG.—	MED.
1990—153 vols./62 pubs.	$28.79	$25.00
1989—151 vols./71 pubs.	$28.92	$22.50
1988—154 vols./68 pubs.	$27.17	$24.95
1987—182 vols./66 pubs.	$27.05	$24.95
1986— 73 vols./24 pubs.	$28.99	$24.95
1985—179 vols./70 pubs.	$24.25	$25.00
1984—149 vols./79 pubs.	$24.77	$22.50

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